SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY

Vol. 51, No. 7 | Three Sections | TORONTO, CANADA, DECEMBER 21, 1935 | Established A.D. 1887 | 10 Cents

PUBLIC ARCHIVES OF CANADA OTTAWA ONT DEC 31/35/36

THE FRONT PAGE

AT THIS season of the year we are accustomed to wish our readers and friends a very Merry Christmas. The materials for the production of that state of merriment are, as is well known, mainly to be found in the hearts of the merrymakers. Nevertheless external conditions do have somtehing to do with the matter; and concerning external conditions we may as well say to our readers that in our opinion they are quite as favorable to merriment this year as they have been on the average during the past century or two, and probably much more favorable than most of us are willing to believe.

The salutation of the Angels at the time of the original Christmas is now generally interpreted as having been conditional; they proclaimed Peace on Earth, but only when humanity should have come to be animated by a feeling of Good Will. The years that followed the war, and notably the last years of economic difficulty, have been a period in which Good Will was distressingly absent from the relations of nation with nation and of community with community. National and local selfishness, exaggerated by national and local panic, have been the controlling forces in public policy all over the world.

This year there is visibly less of this selfishness and panic. We need not enumerate the evidences. The more extravagant forms of the doctrine of economic nationalism are evidently losing their power. The dread of allowing a few dollars of gold or of foreign exchange to leave the country for fear that it may never return again is rapidly diminishing, except in those lands whose economic position is so desperate as to afford much excuse for both selfishness and panic. The African war, profoundly regrettable in itself, has at least brought out a striking demonstration of the common desire of practically all civilized nations for the ending of aggression and treaty violation. Even the attitude of the masses of the Italian people is not so open to censure as the majority of us are probably inclined to believe; for they have been studiously played upon by their rulers in such a way as to induce them to forget all about the treaty obligations undertaken by their country, and to consider only its alleged objective of bringing European civilization to an admittedly backward and ill-governed people.

In our own land there is a new spirit of confidence, due to the encouraging, and convincing, evidences that the world is again beginning to want the goods which in past years we have produced with such efficiency and marketed with such skill. The horrible prospect of having to convert Canada, for an era of economic nationalism, from the state of being one of the most highly specialized producing countries in the world, to the state of being more or less self-contained in production and consumption, has been taken away from us, and all that we have to face is the relatively easy task of improving our efficiency in the production and transportation of goods with which we have long been successful. The resources of our country and the abilities of our people are both enormous; but the value of both of them is terribly impaired in a world in which every nation's hand is against every other nation. To no land in the world does the return of sanity and sweet reasonableness in international relations mean more than it does to Canada.

"BEST WISHES FOR CHRISTMAS AND NEW YEAR FROM LORD AND LADY TWEEDSMUIR". Reproduced on Their Excellencies' Christmas card is Clarence Gagnon's "Village in the Laurentian Mountains", the original of which hangs in the National Gallery. This is the first personal Christmas card in the history of Governors-General of Canada.

—From a photograph by Karsh, Ottawa.

THE FUTURE OF THE LEAGUE

THE current developments in Europe are such as to create considerable doubt about the future tendencies of the League of Nations, and Canadians will, we fear, have to suspend judgment on a rather large scale until the real significance of what is going on is less obscure. The facts, so far as we have them, are such as to suggest a strong possibility that the League of Nations as originally constituted, with a good deal of influence reposed in the lesser powers in its membership, may be largely superseded as the result of an understanding between the four largest powers of Europe with the exception of Russia. That an understanding between Great Britain, France, Germany and Italy holds much of promise for the peace of the world is undeniable. On the other hand, such an understanding, if at all inclusive in its terms, would practically destroy the ability of the smaller powers to exert any influence whatever upon the international situation, whether through the League or otherwise. Moreover with Russia and the United States out of it, it would be an essentially Western European grouping, and would necessarily reflect a purely European attitude toward world problems.

The position of the British Dominions towards any such arrangement obviously requires very careful consideration. The League of Nations is a world-wide organization in which the British Dominions have an obvious stake and status. In that body each of the British Dominions could stand on its own feet and speak with its own voice. But Canada, Australia and South Africa have obviously no concern with a European Four-Power Pact.

The enormous concessions which Great Britain and France have offered to make to Italy—concessions which make some of our Canadian Imperialists look rather ridiculous with their demands that Canada should for Imperial reasons take the lead in wringing Italy's neck—seem to suggest, when taken in conjunction with the British naval agreement with Germany, that the perfecting of this four-power understanding is the major objective of British policy at the present moment, and that the maintenance of a united front in the League of Nations is a very subsidiary matter. Canadians can naturally have nothing but sympathy for a move which may well promise great things for the peace of Western Europe; but if that move should result in a serious diminution of the authority and importance of the League of Nations, the Canadian position in international affairs will have to be reconsidered very carefully. The idea that the Empire as a whole, through the action of the United Kingdom government alone, can be made a party to any purely European political structure, is held, we imagine, by very few people in Canada, Australia or South Africa.

PUBLICITY IN THE COURTS

THE rebuke administered by the Judicial Committee of the Privy Council to the "practice" exemplified in a recent Alberta divorce case, which "seems to regard too lightly the duty of hearing these suits in public and with all appropriate ceremony," will we think be endorsed by all thinking people in this country, and particularly by the more public-spirited members of the legal profession. The Committee very sensibly declined to void the decree of the court which sat in this case, on the ground that the judge had acted in good faith. But it expressed itself as taking "a more serious view" of the lack of arrangements for public attendance and of the informal style of the proceedings than did the courts below—namely the original court and the successive Canadian courts of appeal. We hope that this utterance will be widely noted, and that its sound common-sense and its insistence on the dignity and publicity of judicial proceedings will be generally endorsed in Canada.

MR. FERGUSON RETURNS

MR. HOWARD FERGUSON is back in both of his Old Home Towns, and there seems to be a general disposition on the part of the public to regard him, and of himself to be regarded, not as an ex-High Commissioner, but as the old-time "Fergie," the white-haired boy of Ontario politics. This is as it should be. Things have not been going well with the Conservative party in the last few years, partly as a result of the mere conditions of the times, but partly also as a result of unsatisfactory conditions in and around headquarters. Mr. Ferguson is the one really powerful Conservative who has had no responsibility—or next to no direct responsibility—for these unsatisfactory conditions, for while they were developing he was far away in dear old London. No one is in a better position, no one is better equipped, than he for the delicate task of telling the party chiefs where they have made their mistakes and what they must do to correct them.

We are very glad to welcome Mr. Ferguson back to Canada. The High Commissionership in London is a very dignified office, but we have never been able to feel that its importance to Canada is wholly commensurate with its dignity, and we think that the abilities both of Mr. Ferguson and of Mr. Massey could probably be more usefully employed within the confines of the Dominion. (The Washington post, which is genuinely diplomatic, does not fall in the same category.) Now that Mr. Ferguson is here, however, the fact that he has been absent for the past five years, together with the undoubted broadening of his experience and interests which has resulted, puts him in a position where he may be exceptionally useful to his party and thus to his country.

THE PROVINCES SEE LIGHT

WE WERE never among those who supposed that the Provinces of Canada, merely because they happen to be ruled by governments of the same party as that of the Dominion, would rush forward to surrender any important part of the sovereign powers conferred upon them by the British North America Act. Consequently we see no reason to be disappointed in the proceedings of the conference held last week at Ottawa. Even if no other result had come from it, the establishment of certain permanent committees, notably that consisting of the Minister of Finance and the Provincial Treasurers, is a step forward which is of quite sufficient importance to justify the holding of the conference. There is much significance also in the fact that all of the Provinces, with the single exception of New Brunswick, were willing to commit themselves to the proposition that Canada should have the right to amend its own constitution, without insisting on being first assured as to the exact manner in which amendment was to be performed. Much progress was also made toward

(Continued on Page Three)

THE PASSING SHOW

BY HAL FRANK

PEOPLE we can do without: People who really enjoy Christmas shopping.

•

Our hilarious war correspondent cables that Mussolini, who has a preference for dark meat, is looking forward with unusual anticipation to his Christmas dinner, when he will sit down to Ethiopia instead of turkey, with Great Britain and France doing the carving.

•

Newspaper correspondents in the war zone have so much time on their hands that they have resorted to knitting. And using, we suppose, the wool that's been pulled over their eyes.

•

For Sale: one League of Nations, scarcely been used.

•

Psychology has given us new ideas of punishment but we still think it is a bit radical to punish an invading country by giving it all the territory it planned to seize.

Well, it seems to be a race between the League's enemies and friends, which will destroy it first.

•

They can now make suits out of glass. We'd like a nice frosted one, please.

•

Perhaps if the Ontario Conservatives hung up Mr. Henry's socks on Christmas Eve, Santa Claus might fill them.

•

The season reminds us of one of the future horrors of civilization when children curious about Santa Claus will use the lie-detector on their parents.

•

This is an unjust world. You find monuments erected to every kind of national hero except the taxpayer.

•

Esther says she did all her Christmas shopping so early that she's been going out and buying her Easter cards. "I sort of felt out of things," she says.

LAGGING GUESTS

BY P. W. LUCE

EXCUSE ME! I'm afraid it isn't very polite for the host to yawn in front of his guests, but I've had a hard day and I was up late last night, so you'll understand.

Of course some people might not call this late, but I usually go to bed about half-past ten. Tom and Ellen, and Joe and Ethel, and Syd and Mabel all know how it upsets me if I don't have my regular rest. That's why they left at a reasonable time quite a while ago.

Naturally, if you can sleep in as late as you like in the morning it doesn't matter much what time you turn in. The rest of us are not so fortunate.

Excuse me! I always heard that yawning was catching, but this must be the exception that breaks the rule.

Is the whisky all gone? I'll get another bottle next time I'm down town. . . . . No, as a matter of principle, I never telephone the bootlegger's when my supply runs short. . . . . No, I couldn't think of having you get in touch with your private bootlegger for just enough to finish off the party right. With everybody else gone the party is practically over, so please don't insist.

No, the clock isn't right. It's slow. I don't know how slow. Half an hour, maybe. I guess I'd better wind it up. I always do that the last thing at night, just before going to bed. And while I'm about it I may as well put out the cat and set the milk bottle on the doorstep. There's one thing about a cat: you can pick it up by the scruff of the neck and throw it out when you're sick and tired of seeing it around. I don't see why the method should be restricted to cats, do you?

OH, DID the fire die down while I was away? It's hardly worth while bringing up any more wood at this time of night, or, rather, morning. The room is still warm enough, though it may cool off a bit after I open this window to clear the atmosphere of smoke.

Yes, I've heard that story about Mae West. Which one? The one you were going to tell, and every other one as well. . . . Somehow I'm not very keen on listening to funny stories so late at night—so early in the morning, I should say. Some other time, perhaps, when I'm not so tired.

Cigarettes? Sorry, you smoked my last one a while ago. There's an all-night store at the corner of Main and Colony where you can buy a package on the way home. They'll probably still have some of your favorite brand if you hurry.

Excuse me, will you? Yawning seems to be becoming a habit with me. Perhaps if I take off my collar and put on my slippers I'll feel better.

I HOPE your car is still all right. This is a bad district for cars left unattended in the small hours of the morning. Five were stolen in this block last week, and it wasn't as late as this by a long shot. Three were badly smashed up, and the other two haven't been found yet. I really should have mentioned it earlier, but of course I didn't expect you'd stay all night. . . . What's that? Your car's insured, and nothing would please you better than to have it stolen and wrecked so you could collect! I wish I'd known that before I spoke, but I can tell you of an even worse district in which to park cars than around here. If you leave right away and go to Twenty-ninth and Lipton Avenue your chances are very good.

No! No! No! Please! You mustn't turn on the radio! I have a gentleman's agreement with the neighbors that no radios are to be turned on in this block at unearthly hours when self-respecting people are in bed. . . . No, not even to see if you can get Japan. You know as well as I do you wouldn't get it. All you'd bring in would be jazz mixed with tripe, and I'm not fond of either. . . . If you can get Japan on your own radio at four o'clock in the morning you can still get home in time, if you hurry.

That noise? Probably the boy throwing the morning paper on the porch. A bright youngster, that one. He knows the virtue of early to bed and early to rise. That used to be a copybook motto when you went to school, but you've probably forgotten about it long ago.

EH? I'M afraid I didn't quite follow the drift of your remarks, but no matter. I must have dozed off for a few minutes when you started talking about the big deal you put through the other day, but it's all right. I guess I got most of it when you told the story to the other guests who came here with you yesterday. It was yesterday, wasn't it? You were wearing a fawn overcoat that I admired very much. I'd like to see it again on you. Do you mind if I bring it in from the hall so you can put it on? . . . I'll get your hat and your muffler at the same time, and I won't forget your overshoes. I don't like my guests to leave anything behind them when they go home.

Oh, are you going? Really? Really going home? Hooray! I mean, don't let me delay you a moment. So glad you were able to come. So glad you were able to tear yourself away. Good night. You won't mind if I don't stand gassing at the door; I've got a bit of a cold already. Ker-heum! Ker-heum!

Good-night. Good-night. Glad you enjoyed your visit. So did I, for a while. Come again some time. No hurry, of course. Good-night. . . . GOOD-NIGHT.

SNOW AT KAKABEKA FALLS. 17 miles from Fort William, these falls are 25 feet deeper than Niagara, though much less wide. Left, the falls; right, the river bank. Photographs by "Jay"

CONFUSION IN CANADIAN FOREIGN POLICY

BY NORMAN MACKENZIE

ONE of the few things that do stand out clearly above the clouds of ignorance, prejudice and strong feeling attendant upon the discussion of Mr. Ernest Lapointe's official statement a week ago is the fact that Canadians generally, intelligent and ignorant alike, are hopelessly confused about a "Foreign Policy" for Canada. This is perhaps the inevitable result and condition of our geographical position, our racial traditions and our political make-up. But if it is, then we should understand this confusion for the fact that it is, and understand, too, the reasons why it is likely to be permanent.

On one point only does there seem to be any [illegible] agreement, and that, the desire expressed by all party leaders in the recent federal election and generally shared by all classes of Canadians, to keep out of foreign wars. The confusion is as to how this can be achieved. This confusion is increased by reason of the different loyalties which exist within Canada.

Starting then with this underlying general desire to avoid war with its implications, we come next to the fact of our relationship with Great Britain and the Empire. This is not only a political fact; it is also a deeply ingrained emotion possessed by large sections of our population. Other large sections of our population would sacrifice this relationship if maintaining it means recurring participation in overseas wars. In other words, in a war world, the [illegible] would count themselves safer and their country better off as isolationists or North Americans. The [illegible], however, feel very strongly [illegible] Empire and make membership in that Empire the central theme in their conception of Canadian Foreign Policy, regardless of its cost to Canada. A third, and in every sense smaller group, would like "to keep their cake and eat it too." They are keen supporters of the collective system and the League of Nations because they believe that if we can organize an effective League, it will be possible to avoid foreign wars and to keep within the Empire as well. If an effective League proves impossible, they are [illegible] either to stay in the Empire or even to avoid war.

TO APPLY this then to the action of our Government and the statement of Mr. Lapointe. In 1919 we signed, in our own right as a nation, the Treaty of Versailles including the Covenant of the League of Nations. In the autumn of that year our Parliament in special session accepted that Treaty and that Covenant and passed a Treaty of Peace Act implementing them. By these actions we became one of the original members of the League of Nations and are bound by such obligations as membership in that organization requires. Since that time we have been [illegible] and [illegible] loyal supporters of the League.

That we regard the obligations of the Covenant and League membership seriously is evidenced by the attempts we have made on a number of occasions to define and limit these obligations. Beginning in 1920 we have consistently argued that in view of our geographical position and our relatively disarmed condition we were not liable to participate fully in the application of sanctions, particularly military sanctions, in every case of a breach of the Covenant. In addition we have argued in the case of military sanctions at least, that we should not and could not act [illegible] without prior approval, in each case, by our Parliament. This view has been so consistently stated by us and so generally approved by others that it is reasonable to conclude that it does limit our liability.

AT THE same time there has been, and still is, a very strongly held Canadian opinion that the League must be made effective. To this end our Government and its representatives in Geneva have been under constant pressure from a limited group of Canadians to take a leading part in constructive League action. Because of the failure of the League in Manchuria and South America, and of the growing threat of another European war, Canadians have become increasingly anxious both about their League and their Empire commitments, with government opinion reacting accordingly.

Last April Mr. Bennett and his Government, in considering the breaches of the disarmament sections of the Versailles Treaty by Germany, stated before accepting membership upon a League Committee set up to consider the application of sanctions, that their acceptance did not in itself involve them in the obligation to apply sanctions. It was upon this uncertain scene that the Italo-Ethiopian crisis exploded last September. Faced with the necessity for a decision, Mr. Bennett did agree with the other members of the League that Italy had resorted to war in breach of her obligations under the Covenant, and also agreed to co-operate in the application of economic and financial sanctions against her. One of Mr. Mackenzie King's first duties after his election was to decide upon the policy of his Government in regard to the League and to sanctions. There is reason to believe that his cabinet is not all of one mind on this matter. But, whether or not, on October 29th, speaking for his Government, he announced that "The Government has no doubt that it expresses the overwhelming conviction of the people of Canada in declaring its continued and firm adherence to the fundamental aims and ideals of the League of Nations, and its intention to make participation in the League the cornerstone of its foreign policy in the general field. . . . The League authorities are being informed that the Canadian Government will take the necessary steps to secure the effective application of the economic sanctions against Italy proposed by the Co-ordinating committee." But he went on to add that "The Canadian Government at the same time desires to make it clear that it does not recognize any commitment binding upon Canada to adopt military sanctions, and that no such commitment could be made without the prior approval of the Canadian Parliament." This statement is entirely in accordance with Canadian policy and views in the past, and no exception can be taken to it.

A FEW days later, Dr. W. A. Riddell, the advisory officer of the Canadian Government attached to the League of Nations, proposed in a League committee that oil, coal, cotton and iron be added to the list of those materials which it was forbidden to export or sell to Italy. His suggestion was approved by the committee and was forwarded for appropriate action, to the proper authorities interested. The "Imperialist" press and opinion seized upon this incident and emphasized the importance of Canada's part in it. Mussolini about the same time announced that an oil embargo meant war. The Canadian Government thus finds itself, in the language of the street, "properly on the spot," for if Mussolini means business, Canada can hardly escape the obligation to participate in resisting the attacks which, it would be alleged, she had been responsible for initiating. This in turn is contrary to the expressed Canadian policy and opinion. As Mr. King was absent on vacation, Mr. Lapointe and the Cabinet, with or without Mr. King's knowledge, officially announced that the proposal in question was not "the Canadian proposal"; that Dr. Riddell had acted on his own initiative in suggesting it; and that Canada was not going to be committed in advance to military sanctions.

WHILE this statement may have been necessary, it has had most unfortunate results both within Canada and internationally. Obviously as a French Roman Catholic Mr. Lapointe was the last man who should have made it, for it was immediately seized upon by the Opposition as a repudiation of Great Britain, thus reopening the "wounds" occasioned by the conscription issue in the Great War.

It has placed Dr. Riddell and all Canadians who may subsequently represent Canada at Geneva in an intolerable position, for apart from mailed or cabled instructions everything that they say or do will be discounted in advance.

And it has definitely discouraged League action and encouraged Mussolini. If the statement had to be made, it should have been made immediately after the incident occurred, and preferably made by Dr. Riddell in Geneva.

It should be emphasized, however, that Mr. Lapointe, in his statement, reaffirmed the views expressed by Mr. King on October 29, and that we thus have two official statements of the new Government that we are co-operating with the other League members in the enforcement of financial and economic sanctions against Italy. The question of an oil embargo has not yet been raised officially. When it does, the Canadian Government will be asked for its decision and the probability is that if Great Britain, France, and the other League members approve of it, Canada will follow suit.

AMONG the many views expressed by individuals in regard to this incident some two or three are particularly interesting. Those of Sir Robert Falconer and the Honorable Mr. Rowell are known to everyone. They are firm supporters of the League and believe in the Empire. They represent that group which feels that the only satisfactory solution of the problem of Canadian Foreign Policy is an effective League which can enforce peace and maintain world law and order.

Mr. Wilfrid Heighington, M.P.P., in effect stated that he didn't think much of the League anyway. He probably does not realize that without some compromise formula such as that which the League can provide, the fundamental unity of Canada itself is seriously endangered.

Then there were those, among them Mayor Simpson of Toronto, who suggested sinister influences at work. Just what those influences are is left to the imagination, but one can see "the Pope" or "Big Business" lurking somewhere in the background. Possibly the imminent civic election has something to do with the suggestion.

Then there are all those staunch supporters of the Empire. They are properly concerned since Mr. Lapointe's statement raises grave doubt as to Canada's willingness to support Great Britain and the Empire in future crises.

BUT perhaps the most interesting reactions are those of individuals like Miss Agnes Macphail and Mr. Escott Reid. Both of these are sincere lovers of peace; both are members of the National Council of the League of Nations Society in Canada; and both have visited Geneva—Miss Macphail as a delegate of the Canadian Government to the Assembly, Mr. Reid as a student. Yet both of them seem to support Mr. Lapointe and to be opposed to sanctions as applied in the present crisis. Their views more than any others of those expressed have tended to weaken public confidence in the League itself. For if they, intelligent students of international affairs and officials of the League of Nations Society, are opposed to League sanctions against Italy, what is the ordinary citizen who never was very strong in his support of this new organization to think?

In looking for an explanation of their conduct one is forced to the conclusion that Miss Macphail is pessimistic about the ability of the League to prevent war, and as an alternative is turning to North American isolationism, while Mr. Reid is probably skeptical of the bona fides of the Great Powers and is trying to bring Canadian pressure to bear on them to force a consideration of the underlying economic causes which make sanctions necessary. Miss Macphail's position is plainly defeatist, and its only justification is the conviction that it is correct. But in that case she and the rest of us should face up to the implications of that position. These are: (1) the determination of sections of our population to support the Empire in every major crisis; (2) the necessity of reorganizing our economic life on a North American basis, and (3) the desirability of spending more money and effort on our own national defences.

MR. REID'S position, if correctly interpreted, is less open to criticism on the score of defeatism. It is questionable, however, as the changes and improvements he desires cannot be achieved unless reasonable security is guaranteed to all nations. His attitude is that it weakens the collective front against Italy, is a menace to the idea of security, and may well result in the complete collapse of the whole League effort. In that case it is unlikely that either he or Miss Macphail will see another attempt at organizing world peace in their lifetimes. In other words, we are back where we were in 1914, and should make our plans accordingly.

This is obviously not a very satisfactory conclusion. Better far, as long as there is any shadow of hope of preventing war by collective action, to give the League our wholehearted support. In no other way can we provide a solution of the very vexed problem of a Foreign Policy for Canada.

IF YOU reply that this is contrary to the general Canadian sentiment in that it may involve us in military sanctions, may I suggest a graduated but unlimited scale of obligations as an answer? In this case Canadians and the world would know that we are behind the League to the limit in any and every bona fide attempt that it makes to maintain or achieve peace, but that our contribution in each individual case, while unlimited in nature, would be dependent upon the circumstances of each case and upon our special position and condition at the time. If that were done every potential aggressor would know that we were solidly against him, while our colleagues in the League and our own citizens would understand that we could not be called upon to bear an unfair share of the common burden.

THOUGHT ON ETERNITY

BY HELEN SANGSTER

IN THE remote contingency
That I attain celestial lands,
And find myself ordained to be
A minstrel on those heavenly strands,
A wanderer through eternity,
A harp in my bewildered hands,

While to the world my spirit clings,
And earthward every thought embarks,
I hope that, when a neighbor's strings
Ripple till all of Heaven harks,
I'll spy between the player's wings
The grinning face of Harpo Marx!

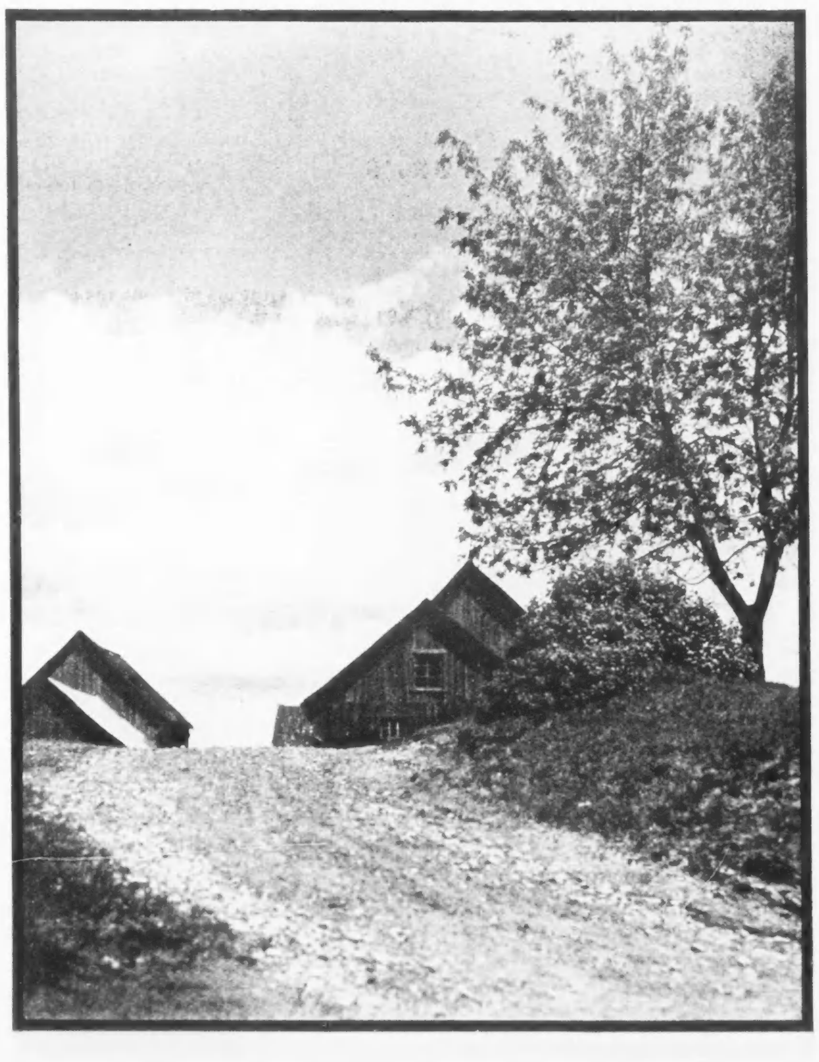
"RURAL"

A Camera Study

by

D. S. Fraser,

Ottawa, Ont.



A PAIR OF BROGUES

BY SIR ANDREW MACPHAIL

"AY; I ha'e plenty o' brogues, if they are no' too dear for ye."

I had turned aside to Edinburgh from a long voyage for a definite purpose:—to buy a pair of brogues; to look at Tait McKenzie's Scottish-American sculpture; Lorimer's National Memorial; and the portrait of Sir Walter Scott, recently purchased through Messrs. Knoedler from the trustees of the late Horace Harding of New York.

My instruction was that the brogues were to be had from "MacDougal in King Street." At the hotel I thought it best to verify the address from the telephone book, as my informant does not burden her mind with details demanding verbal accuracy. The name was not in the book.

"MacDougal may be a wee man without a telephone," the woman said from behind her desk; "but I do not recall the name, whatever." She summoned a boy to fetch the street directory, but the name was not in that book either. By this time a number of the hotel staff, scenting a problem to be solved, had assembled about the desk. They gave the impression that I was wilfully ignorant for some obscure purpose; but the consensus was that there were only two shops in Edinburgh where a pair of brogues might be bought.

"TO BE pairfectly just and discreet," the woman said, "I shall give you both names. You can take your chance or choice." To prevent further mistake, she wrote the names and addresses on a piece of paper. The one was in Princes Street; the other in the Canongate; and she charged me not to lose the paper, as the "Canongate was a deeficult place." Although the shop in Princes Street was near at hand I chose the more obscure address. She was right. The Canongate was a difficult area; but at last there was the name in plain letter above the door, Andrew MacSpurtle, and in the window three pairs of brogues. I opened the door and went in.

THE man was on his shoemaker's bench; he repeated, "I ha'e plenty o' brogues if they are no' too dear for ye." But he added more cordially, "As long as ye are here, ye micht as weel tak' a seat." I sat down in silence. The man fumbled under his apron and drew forth a large gold watch. He gazed at it earnestly. A heavy gun sounded.

"That will be the twelve o'clock gun," I ventured, to ease the tension.

"Twal' o'clock; ye may say that. But the gun is fired on Colton Hill by electricity from Greenwich; that is negligible, but sound takes an appreciable time to travel. Twal' o'clock; that is near enough for all practical purposes." He replaced the watch in his pocket. The practical purpose of the gun was about to appear. An elderly woman emerged between curtains from an inner room, carrying in her hand a glass of pale yellow liquor. "Here is yer dram," she said.

THE men tasted and looked upon the drink with sour disdain. "Which did ye pour in first, the whisky or the water"? he asked. The woman answered nothing, and went out, leaving him to find the liquor in the bottom if it were not on the top.

"She micht hae offered ye a dram, too," he said with a note of apology in his voice. "She is a canny woman and fears ye would no' be worthy o' this pure malt."

"It is too early for me, good as the liquor may be," I assured him.

"Upon that point each man must satisfy his ain intellectual conscience. The twal' o'clock gun is my stay and my guide."

"About these brogues," I persisted, the mid-day rite being over.

"Pull off yer boot, and I'll tak' yer measure," he consented.

"The brogues are not for me; they are for a lady."

"Let her come here hersel' and be measured."

"That is impossible; she lives across the sea, in America."

"I canna tak' the responsibeelity; ye better gae into Leith Street; they are no sae particular about their reputation."

"Where is Leith Street?" I asked as if I were about to follow his advice.

"Just doon the brae on the road to Leith," which did not leave me much the wiser. As I arose as if to leave the man seemed to relent.

"What size did the leddy say?" he asked.

"No. 5 double A", I recited from a note I had in hand.

"No wummun has a fit sae sma'; besides I dinna work to that scale."

POSSIBLY I showed some impatience, as the Memorials and Portrait were waiting to be seen and the day was short.

"Dinna fash yersel," the man said kindly. "Ye canna satisfy the leddy; betune us both we canna suit her unless she comes here to be measured."

I professed a willingness to assume the risk, and he continued: "If the brogues are for yer dochter, ye can say, 'Tak' them or leave them.' But ye will have risked yer money, and I my reputation; she will speak ill o' me."

Then with a startling suddenness and genuine concern he said in a whisper, "It may be ye are in love wi' the leddy?" But he answered his own question. "I doot ye are o'er auld and dour to be in lo'e wi' a wummun who has a fit sae sma'. Besides, she'll be a gowfer; else why should she be wanting brogues? I can see her in my mind's eye, lithe as a laddie, wi' short kilt and wi' short hair the color o' that."

He pointed vaguely to a glass case containing the fabrics of his craft, ranging in color from black to white, from the shade of a crow's wing to the tone and tint of ripe barley. With the discretion of all necromancers he allowed the beholder to make his own choice; but his eyes were sincerely sad, seeing so much money about to be spent for nothing.

AT THIS intimate moment a pipe-band was passing. The man must go to the door to hear the music to better advantage. At the same moment the woman emerged again from behind the curtain. "Do not heed him," she said in perfect English. She had her hands full of brogues. "I heard the conversation; this is the pair you want; forty-two shillings." I put the money in her hand, and she put the brogues in mine.

The man returned, satiated with the music. When he saw that the transaction was complete without implicating him, he was quite genial; "Ye h'ae ta'en the risk; I hope nae ill will come o' it." We parted with due ceremony; but after I had closed the door he followed me into the street: "Ye'll understan' those brogues are machine made; and if ye brought the leddy hersel' to be measured for hand-made brogues, they would cost ye fower guineas."

WHEN I returned to the hotel, the woman at the desk was anxious to know how I had fared. She examined the brogues with much interest.

"Ye went to Andrew MacSpurtle's after a'."

"And he was not very willing to sell them."

"But ye bought them, and I ha'e nae doot he charged ye two prices. That is his way. A man always wants the thing he is made to think he canna get; but they are good brogues," she admitted after due appraisement.

"They *are* good brogues," I repeated; "besides his manner and way of speech amused me."

"His way of speech," she said with faint scorn; "it paid him well; his English is as pairfect as my own, when he wants to use it. It amuses people, as you say; and being amused, they are willing to buy and pay whatever is asked. It is good for business."

"WAPPING WHARF"

BY JAN BACON

"WHAT," said George, as he crumbled his brown bread roll and waited for the waitress to bring him his lunch, "is a wappinworf?"

Puzzled, we countered with "Why?", as we buttered our own slice of bread.

"Well, I heard my two youngsters say last night they wanted to see it this Christmas," returned George, "and how can I get it for them if I don't even know what the thing is?"

Light broke, just as the waitress arrived with the steaks. "George," we said, with a great air of superiority, "it is not a thing, but a play written by Charles S. Brooks, and titled 'Wappin' Wharf,' which, for your further information, is a place where ships come in."

"What did he call it that for?" said George—a bit sullenly.

Knowing that George's knowledge of London was limited, we replied patiently. "Because it's a tale of pirates, George, and because Wapping Wharf was once upon a time a sort of pirates' heaven. Why even now it's inhabited chiefly by wharfingers, tug and barge men, longshoremen and stevedores."

"The kids would like to know about that," said George hopefully. And so we began.

"ON THE bank of the Thames just below London Bridge lies Wapping. 'Way back in 1571 they started to build it. The name might well have been derived from a ship's rope called a 'wapp,' so frequently did rope figure in the early life of the place. Pirates were hanged regularly at Execution Dock. According to historians of Charles the Second's time, they were 'hengen till the water had washed them ebbying and flowyd so the water bett upon them'—which in present day English means they were hanged at low water mark and left there until three tides had washed over them."

"Which," remarked George, "is a nice thought!"

"In the early days," we continued, ignoring the interruption, "there were taverns by the score, all bearing real seafaring names. There was the Ship and Pilot, the Golden Anchor, and the Three Mariners. Thirty-six taverns there were in Wapping alone, filled from morning to night with river robbers, planning all sorts of skullduggery.

"Retired pirates, and foreign sailors with no money to get back home, settled in Wapping and did a thriving trade in river robbery. Before the great docks were built, the cargo of large vessels was often delayed five or six weeks in the Thames, and the opportunities for looting from them and from the lighters and the old-fashioned wharves were very good.

"For that matter, it's not too safe to perambulate Wapping after dark even now, though most of the worst characters have been saved by the Sailors' Home.

"At Wapping Station is the entrance to the Thames Tunnel, which goes under the river to Rotherhithe. Wapping Old Stairs, around which the old English song was written—

Your Molly has never been false she declares,
Since the last time we parted at Wapping Old Stairs,

are still discernible against a background of warehouses. In olden days they formed a sort of dripping and gigantic arch under which merchants drove a meagre business.

"AT THAT time, the stairs contained a central arcade which was lighted by gas. On festive occasions celebrations were held there and the arch was brilliantly illuminated.

"Gradually modern methods and modern improvements are taking the place of the old landmarks. Almost obscured by giant warehouses, the few remaining quaint houses of former days lean forward on the shores of Wapping, supported by mossy piles. The wooden walls are so clouted with planks to prevent them from falling down, they look like patched and mended old clothes."

The scenery for the production of "Wappin' Wharf" as the Christmas show at Hart House, December 26 to January 3, is being executed from a design by John A. Hall, of the Ontario College of Art, which amazingly reproduces the mediaeval and piratical atmosphere of this strange relic of old times. The play, while not realistically faithful to any particular period, is more or less supposed to happen some two or three hundred years ago. It seems to be one of those plays which will interest both George and his two youngsters.

BRITAIN FROM THE AIR. Warwick, in the Midlands. Warwick Castle is seen in the foreground and behind is St. Mary's Church, notable for the beautiful Beauchamp Chapel.

THE FRONT PAGE

(*Continued from Page One*)

the unification of control of transportation facilities.

These achievements appear to have considerably more importance than the not very startling revelations that Mr. Hepburn has no great affection for Mr. King. As a matter of fact the question of the objects of Mr. Hepburn's affection and disaffecton has been so constantly in the public mind during the last few months, and this largely by Mr. Hepburn's own fault, that it is becoming distinctly wearisome. His status as a responsible political leader would be much better if the public had heard less about the fact that he does not like Governors-General, Lieutenant-Governors, people who are in "society," independent-minded Liberals in the Legislature, Mr. Graham Towers, a large number of clergymen, and other citizens too numerous to mention.

Even Mr. Hepburn does not seem to have been particularly obstructive to the workings of the conference by his actions while in Ottawa, however disapproving about it he may have been in his facial expression when he returned to Toronto. The rest of the Premiers were as reasonable as anybody could expect. Nobody can be in the least surprised that they failed to arrive at an agreement for uniform taxation, either of mining enterprises or of anything else, nor that the Dominion Government failed to give joyful assent to the proposition that it should divest itself of its income tax revenue. Questions of the control and regulation of industry were deferred until after the Supreme Court has given its opinion on the legislation already passed. We venture the prediction that by the time that opinion has been given, the enthusiasm of Canadians for extreme and radical regulation of industry will have largely evaporated.

WOMEN IN PUBLIC LIFE

AN INCREASED representation of able women in the various governing bodies of this country appears to us so eminently desirable that, although the municipal affairs of the city of Toronto are not commonly one of our major interests, we have no hesitation in expressing the hope that Mrs. Plumptre will succeed in re-entering public life as an Alderman for Ward Two. In spite of her long years of admirable service on the Board of Education, the electors last year declined to make her a member of the Board of Control, and we have a strong suspicion that her sex had quite a lot to do with their decision. If she is given an opportunity of demonstrating her good sense and practical ability in the Council for a year or two, they may conceivably alter their minds.

The feminine membership of the House of Commons has recently been doubled by the addition of Mrs. Black of the Yukon, wife of the former member for that constituency who was so successful a Speaker of the House. Nobody would suggest that the two ladies in that House, or the two who now sit in the Senate, are not fully up to the average standard of membership in ability and public value. There are women in the civic governments of several of our larger cities, notably Mrs. McWilliams of Winnipeg. Canadians are not so sentimental as to elect women merely because they are women, but when women are conspicuously able to render public service it is foolish to deny ourselves the use of their abilities.

A NEW RELIGIOUS ISSUE

THE birth control controversy precipitated last week in the United States is pretty certain to have its repercussions in Canada. The Protestant Churches in this country, with the possible exception of the Anglo-Catholic wing of the Church of England, are rapidly approaching, if they have not already reached the position of maintaining that the practice of birth control is a matter for the private conscience of the individual, and that the state has no right to impose a prohibition upon it. The Catholic position is that birth control is fundamentally immoral, and that the state is obligated to do all that it can to put a stop to this as to other immoral practices. In *Social Welfare*, a very valuable quarterly magazine issued by the Social Service Council of Canada, there appeared this month an article on the Toronto Birth Control Clinic, which has been operating for three years. The purpose of this clinic, which obviously has the entire approval of the Social Service Council, is partly to give medically approved birth control information to married women who need and desire it, and partly "to arouse in the community a realization of the need for such work and to demonstrate the value of this branch of preventative medicine." The author of the article in *Social Welfare* urges that this work should be organized on a much larger scale as a necessary community service. "A Birth Control League formed by recognized social agencies should co-operate with the medical profession in establishing clinics."

Moral convictions are seldom greatly influenced by discussion of the particular questions involved. They are rather the result of a general philosophy concerning the relations of God, man and the universe. The belief that birth control is immoral is exceedingly ancient, and is embedded in the structure of religious systems of thought which had their origin many centuries ago and have held the minds of believers ever since. The belief that birth control is moral and desirable is extremely modern, and is an integral part of a new philosophy which has made great headway in recent years. Presumably the attitude of a democratic state toward this question will ultimately have to conform to the attitude of the majority of its population.

THE TROUBLES OF B.C.

AN INTERESTING and valuable effort to establish and record the movements of what he calls the "barter terms of trade between British Columbia and Eastern Canada" is made by Professor W. A. Carrothers in the last number of the *Canadian Journal of Economics and Political Science*. It is based on statistical work carried out by the research department of the Economic Council of that Province. All thoughtful Canadians have realized that the economic position of British Columbia, a Province engaged chiefly in the production of comparatively raw materials for the export market and subsisting as regards its own consumption upon finished commodities imported from the East, has been an extremely difficult one. It is, however, interesting to find, from a barter index prepared for the purpose of this article, that the British Columbia export goods which in 1926 sufficed to purchase one hundred units of imported eastern Canadian goods were in 1932 only sufficient to purchase 68 units of the same goods. There has been some slight improvement since that date, and in 1934 the equivalent was a little below 80.

That this is a fairly accurate account of the income position of the western Province is probably beyond much doubt. But the argument of Professor Carrothers as to the reason for and the remedy of this condition is not quite so readily admissible. His explanation of the reasons why British Columbia's export prices fall while the manufactured commodities of eastern Canada tend to resist the downward tendencies is as follows: "There are several factors which make resistance possible, but the dominating factor is that these products are sold largely on a protected home market, and, therefore, are not directly exposed to the pressure of world competition." This statement appears to underestimate the extent to which the prices of manufactured articles are maintained, even in free trade markets, by the method (natural and easy in factory operation, but difficult in raw material production and exceedingly difficult in agriculture) of curtailing output to the amount which it is expected can be sold at a profitable price. Mr. Carrothers curiously weakens his own argument by including a graph of the export prices of eastern Canada exports to world markets, which reveals that these exports suffered very little more in price than the exports of eastern Canada to British Columbia, and immeasurably less than the exports of British Columbia to the outside world. Since this graph relates wholly to export trade, there can be no question of any effects of the Canadian tariff. The reason for the different resistances in the two different parts of Canada is simply that the exports of the East are to a much smaller extent primary agricultural and forest produce. It is not the fault of the tariff that manufactured and partially manufactured goods maintain their price level better than fish, logs, copper ore, and zinc spelter. Mr. Carrothers' suggestion that a national policy be adopted "which would ensure that the present sheltered commodities would follow the world price trend" would be inadequate if he means the world trend for similar commodities. If he means that it should follow the average world price of *all* commodities, he is calling for something which even the Canadian government would find it exceedingly hard to grant.

THE TORONTO POLICE

THE way to run a police force, to our simple mind, is to get the best Chief of Police that you can and then let him run it. The first and chief business of a Police Commission should be to see that the Chief is allowed to run it. The second should be to keep watch on him and see that he continues to run it well. We are unable to find any evidence that the Police Commission of Toronto has in recent years done much of either of these things. It is no excuse for them to allege that the Chief of Police is not a strong enough man for his job. If that is true their business was to get rid of him. But the inevitable suspicion is that the Chief of Police has not been allowed to perform his job.

—National Affairs

CONFERENCE RESULTS

BY ROBERT CAYGEON

THE eighth Dominion-Provincial Conference since Confederation has dissolved with rather more accomplished than might appear at first sight. A number of important things were agreed upon in principle and the agreement expressed in the form of resolutions which will be put before the appropriate authorities and permanent officials for the necessary action. It was not to be expected that any detailed proposals would be made by the Conference as a whole because, as the Prime Minister pointed out, the Conference had no executive authority as such. But agreement on broad policy reached by members of the Conference who are also responsible Ministers with executive authority in their own field of jurisdiction is tantamount to effective action, inasmuch as the parties subscribing to the motions control the machinery which will embody the spirit of them in statutes, departmental regulations and orders-in-council.

It does not follow, of course, that the same agreement will be found for the detailed plans as was found for the general principles. A uniform Companies Act is an agreeable idea but not easy to write, having regard to long-established practices in different provinces, the sudden termination of which would bring a good deal of hardship and difficulty. Still harder will it be for provinces to agree to any new definition of provincial rights in regard to taxation, although they agree readily enough to the need for a new charter of rights and to that end favor making the B.N.A. Act more flexible. The difficulty will be to get any of them to agree on surrendering any rights.

Yet if one look carefully into the future of this Dominion, one cannot help but realize that the Federal Government will require a larger proportion of the total tax receipts because it is going to be forced to subsidize the territorial and occupational redistribution of population. Sir Francis Floud, High Commissioner for the United Kingdom, issued a very timely and much needed warning the other day of the inevitable decline of Canadian wheat as our principal export. The warning is timely, because crop shortage in the Argentine has given a temporary impetus to Canadian wheat exports and stiffened the prices, with the result that the West may be tempted to take a falsely optimistic attitude towards the future for a bit.

WE HAVE had plenty in the past of excessive exuberance about Canadian hard wheat. Its extreme suitability as an ingredient in the manufacture of flour for white bread of a texture which met with popular favor has led us in the past to believe that it was indispensable to the world and that we could therefore afford to hold out for our own price. The truth is that no food product is indispensable. Dietary habits are not constant, and the development of substitutes is no insuperable task to modern science. It is easier to make a Pool of oil than a Pool of wheat because the private citizen has a very considerable investment tied up in machinery designed to consume petroleum products and nothing else. Any substitution would involve making obsolete an enormous amount of equipment. Not so with food. The human metabolism adapts itself with amazing facility to the conversion of all kinds of fuel in all sorts of forms.

Several factors are combining to spoil the market for Canadian wheat. One is Europe's and our economic independence and the determination of independent governments to use their import requirements as a bargaining weapon for commercial concessions on a quid pro quo basis. To the extent that they cause import they will import on their own bottoms. Third wheat is a dispensable luxury, not a basic necessity. It is no wonder the governments like those of Italy, Germany and Russia to encourage the belief that a loaf of bread is not bread at all unless it is soft, fluffy, white and unpalatable. Rye bread, bread made from potato flour and brown bread, all of them of better proportions at least, can be made extremely palatable, when it suits for them has been acquired. Moreover, the savings provides an other loaf from which excellent and nutritive bread may be made and one which is among as popularly.

Even if it can be assumed that the population of the bread wheat producing countries will continue undiminished and that Canadian consumption of bread-stuffs will remain the same, there is little doubt but that Canadian wheat will not cover into their dietary to the same extent. But as Sir Francis Floud pointed out, the population curve is beginning to flatten in Europe and a rising standard of living, which has only temporarily been interrupted, will be accompanied by a reduction in the proportion of bread consumed in relation to other articles of diet.

Under the circumstances there would seem to be no sense in trying to push water uphill by elaborate schemes to promote the sale of Canadian wheat, while at the same time holding out for a price which is out of line with prices asked for competitive wheat. Ultimately, moreover, it will prove to be an expensive policy to subsidize wheat farmers by paying them a price for their wheat in excess of the average price received for it. It would be very much cheaper in the long run to give them or their sons financial assistance either directly or indirectly to establish themselves in some other line of productive endeavor.

THE conversion of the wheat farming population into something else will involve large movements of people, changes in land values, the growth of some urban centres and the decline of others on a scale which will require the intervention of the Dominion Government and the Federal treasury to prevent an impossible derangement of both public and private finance from occurring. No gigantic program of rationalization, such as has been carried out in Great Britain in the industrial sphere, and must be carried out here in agriculture and transportation, can possibly be accomplished except with the support and under the supervision of the national government. But the Federal Government will be in no position to deal with it in Canada if the provinces are going to attempt individually to cope with what is essentially a national matter and dig deeper and deeper into the taxpayers' pockets for finances which will accomplish nothing permanent.

These considerations do not seem to weigh very much with the provinces at present. The Conference indicated quite clearly that the various provincial governments are still very jealous of their right to tax what and how they please within the limits of the B.N.A. Act and any proposed modification of that Act which would restrict those powers would certainly not find favor. The provincial delegates have found it impossible to agree on any measure of uniformity in taxation policy although they are unanimous in admitting that, where Dominion and Provincial taxation cover the same ground, a greater degree of co-operation between the two authorities should be sought.

It was pointed out in these columns before that one of the most valuable results to be expected from the Conference would be the establishment of permanent machinery for inter-provincial and Provincial-Dominion consultation. This hoped-for benefit seems to have materialized, a provision has been made for the provincial Treasurers and the Minister of Finance to constitute themselves a committee to investigate the problems of loans and taxation, for the law-officers of the various Attorneys-General to confer with the Department of Justice officials in the framing of Companies Acts and investigating methods of providing for the amendment of the B.N.A. Act without reference to Westminster.

All this constitutes, in the aggregate, a pretty good week's work with the promise of more results in the future. Not least of the achievements is the movement set afoot to secure uniform statistics, so classified as to provide significant information upon which future policies may be based. Unemployment in particular is at present very inadequately recorded and it will be a great deal easier to deal with the problem of unemployment when its nature and extent are more fully appreciated and when changes are quickly and accurately perceived. The National Unemployment Commission which is to be set up will undoubtedly clarify the problem, which is the first step toward dealing with it effectively.

THE world would very much like to know what are the secret and compelling reasons for the extraordinary Hoare-Laval Peace Proposals. Mr. Baldwin has intimated, in defense of these unpopular proposals, that there is more in it than meets the eye or than he is able to reveal. One suspects that French diplomacy is in the ascendant and that the British delegation has lost its grip. The last time the Great Powers took a hand in repartitioning the territory of small nations, the results were not happy. In fact, the seeds of the next European war were undoubtedly planted with the bones of the last one. It is manifestly unsound to invoke the penal provisions of the League Covenant to restrain a transgressor under the Covenant and then offer him a bribe to desist from further transgression. There is no hope for peace in Europe so long as belligerent gestures bring substantial concessions and only formal protests. If the League feels it necessary to consult the economic needs of the Italian people and the financial and technical needs of Ethiopia, it should wait until its authority has been completely established and the terms of its covenant enforced. There is no doubt that Britain has weakened her position with all those small powers whose friendly co-operation is invaluable to her scattered imperial interests and whose hostility can prove most embarrassing. She owed her dominating position in the League to the fact that the small countries regarded her as the champion of the weak. She is now made to appear as one who is willing to sacrifice her lofty principles to more vulgar considerations and betray her friends, if standing by them interferes with the old secret understanding of pre-war diplomacy.

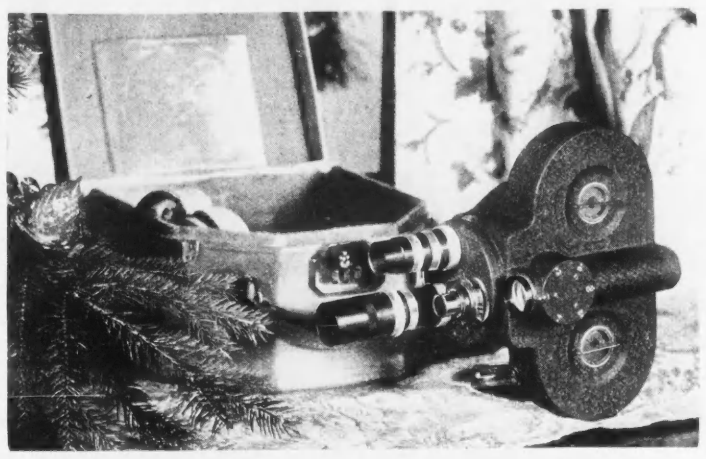
Prior to the general election, the National Government made it clear that the League Covenant was the foundation of its foreign policy. Italy having been indicted by the League, the British Government took the stand that she should be dealt with strictly according to the terms of the Covenant. Obviously, the League members never intended that offenders should be offered inducements after they had been proscribed, because their offense consisted in seeking for something by force of arms instead of employing the machinery especially provided for passing on the merits of their demands and assisting them toward a peaceful fulfilment if found just.

In the international sphere as in the national one, the law must take its course. If this principle is disregarded, there will be no law. If the ends of justice and the welfare of both Italian and Ethiopian people are best served by placing half Ethiopia at the disposal of Italy to colonize and develop, which is quite doubtful, this is not the time nor are these the circumstances under which to consummate the arrangement. The integrity of a code of international law involving larger considerations and more people has been challenged, and until it has been vindicated and made safe against future threats, all other considerations must be secondary.

A present thrill, a future joy

. . . WHEN YOU GIVE A

FILMO MOVIE CAMERA



This Christmas, let your gift be a lasting one . . . for the whole family. Give a FILMO Personal Movie Camera!

A FILMO is easy to operate . . . light and compact. Just look through the view finder and press the button . . . "what you see you get".

On sale at the better photographic stores, or write to

ASSOCIATED SCREEN NEWS LIMITED

TIVOLI THEATRE BLDG., TORONTO

5271 WESTERN AVE. MONTREAL

EMPRESS HOTEL VICTORIA

EXTRA!

A FINE CAR SAVES YOU MONEY... Chrysler IS $1160

for a Chrysler Six Business Coupe delivered in TORONTO (Extra Extra)

JUST A FEW extra dollars will buy you dozens of extra advantages in a Chrysler.

You can step into the fine-car class with a big, new Chrysler Six for little more than the lowest-priced cars.

You get the good things first in a Chrysler. That means you drive a modern car . . . a car that *stays* modern while other cars are catching up.

Consider hydraulic brakes? Chrysler owners have enjoyed them for *twelve years!* And Chrysler has developed and perfected them . . . knows how to build them as no other maker possibly can.

Floating Power? It's far, far ahead in banishing the wear and tear of engine vibration. Safety Steel bodies . . . jointless, squeakless. Valve seat inserts to save money on valve grinds. Pistons that are anodic plated to guard against scuffing or scoring.

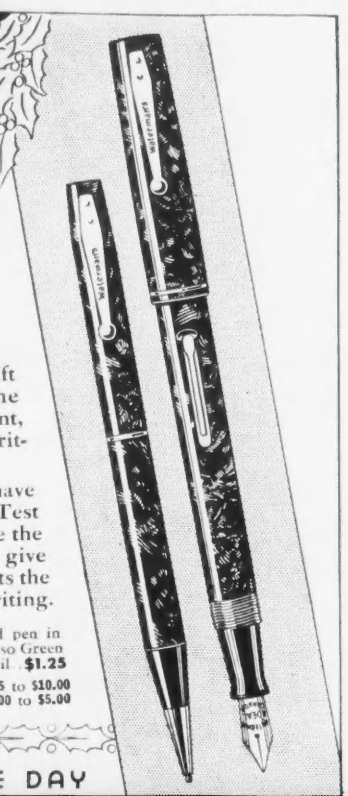
Ask for the New
Official Chrysler Motors Commercial Credit
7% TIME PAYMENT PLAN
You can figure it out for yourself.
1. Start with your unpaid balance.
2. Then add insurance cost.
3. Then multiply by 7% — for a 12 months' plan. Six-tenths of one per cent. per month for periods more or less than 12 months.

In some provinces a small legal documentary fee is required.
NO OTHER CHARGES

Drive a 1936 Chrysler. See if you won't be money ahead by investing a few extra dollars to get all the advantages of stepping into the fine-car class!

★ 1936 CHRYSLER SIX . . . 93 horsepower, 118-inch wheelbase. Five body types.
★ NEW CHRYSLER DE LUXE EIGHT . . . 105 and 130 horsepower, 121- and 127-inch wheelbase. Four body types.
★ CHRYSLER AIRFLOW EIGHT . . . 115 horsepower, 127-inch wheelbase. Six-passenger Sedan.
★ CHRYSLER AIRFLOW IMPERIAL . . . 130 horsepower, 136-inch wheelbase. Six-passenger Sedan.

The Gift of the Day!



Choose the useful gift —Waterman's! The solid 14 kt. gold point, gives the utmost in writing satisfaction.

All Waterman's dealers have the 7-Point Selection Test Tray and will exchange the point of the pen you give for one that *exactly* suits the recipient's style of writing.

No. 3 — a moderately priced pen in Black Pearl and chromium, also Green Pearl, Steel quartz . **$3.** Pencil . **$1.25**

B3509 Other Pens . . . . . $2.75 to $10.00
Pencils to Match . . . . . $1.00 to $5.00

THE PEN OF THE DAY

The Self-Starting
Waterman's
PENS · PENCILS · DESK SETS

at all ages *Want*
ROLLS RAZORS
For Xmas.. *and here's why*

A Rolls is no ordinary razor. It is a lifetime investment in extraordinarily good shaves.

It has, you see, a hollow-ground blade of finest Sheffield steel. That's the kind barbers use.

It automatically strops that blade into the pink of perfection every morning—and, occasionally, as required, it automatically reconditions itself on its own hone.

That's why a Rolls is every man's conception of perfection.

That's why you can be sure to raise father, husband, son or brother to the seventh heaven of delight by giving them Rolls Razors for Christmas.

ROLLS RAZORS $6.25 AND UP
ROLLS SHAVING BOWL $1.00
REFILLS 60¢

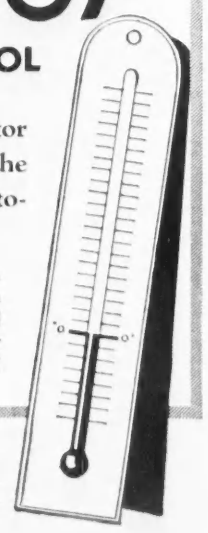
27

MADE BY EXPERTS FOR PERFECT AND ECONOMICAL SHAVING

HOT SHOT
ANTI-FREEZE ALCOHOL
IS MORE THAN JUST ALCOHOL

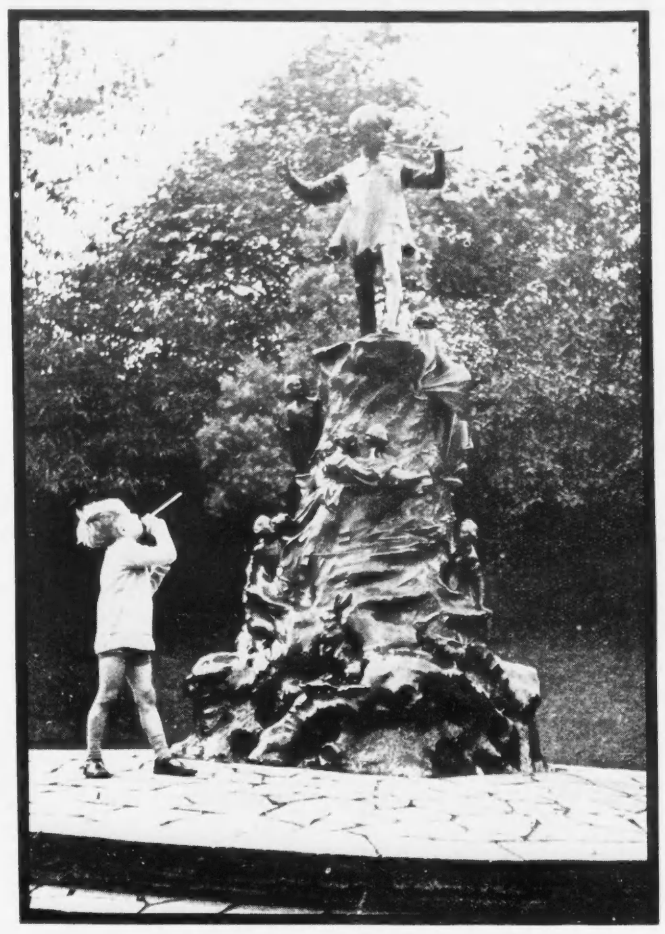
Don't experiment with radiator protection this season, use HOT SHOT the efficient, economical and easy-to-use Anti-Freeze Alcohol.

Made good last year and will repeat this Winter . . . it is protective as well as efficient . . . non-corrosive, with retarded evaporation . . . does not clog, gum up or injure the radiator . . . economical, too!



For Sale at Garages and Filling Stations

Product of
GOODERHAM & WORTS, LIMITED
Canada's Oldest Distillery Established 1832



NOT WHAT IT APPEARS. This young visitor to Kensington Gardens certainly looks innocent enough as he apparently emulates the pose of Peter Pan. Actually he is holding a pea-shooter which seems to indicate that he is not so innocent as he looks.

—United States Affairs

ROCK OF SALVATION

BY WALTER LIPPMANN

AT THE dedication of the first dwelling houses built with Federal funds Mayor LaGuardia is reported to have pointed to a group of school children saying:

"There is the Constitution, those school children, and there is nothing in the Constitution that says the Federal government cannot do anything to promote the health, happiness and welfare of the American child."

It was a cold and windy day. The Mayor was apparently speaking impromptu. He was feeling the enthusiasm of a fine accomplishment. And he may not have been quoted fully or exactly. Nevertheless, he was reflecting an attitude of mind which is widely taken by many devoted progressives. It is an attitude of mind which, I firmly believe, will, if persisted in, be the undoing of the current progressive movement and the promoter of a period of black and dangerous reaction.

It is the attitude of mind which cares nothing about the means so long as the end seems good. If the Federal government can do anything to promote the health, happiness and welfare of the American child, the Federal government can do anything. If there are no limits to what it can do to carry out Mayor LaGuardia's ideas about the welfare of the American child, there are no limits to what it can do to carry out anyone else's ideas. And though the Mayor, and those who share his enthusiasms, have temporarily forgotten it, someone might have ideas that they would look upon with horror. The notion that anyone who can get himself elected may then do anything he thinks is for the welfare of the American child is, to put it bluntly, an example of political and constitutional illiteracy.

NO DOUBT it is true that many selfishly stubborn interests use the Constitution to protect their special privileges. Nevertheless, it will be a bad day for democratic government in the modern world if American progressives cease to understand and to stand by the American conception of government as a limited grant of power to public officials. What is the good of denouncing the despotisms of Europe if here at home we cultivate the idea that anything may be done which at the moment seems good to those who are in office? Is it not evident that this is the very doctrine which destroys all the defences against tyranny? For was there ever a tyrant who did not profess a profound interest in the future of the race or one who did not temporarily persuade a large group of persons that he knew how to insure the welfare of the race?

I am no believer in the literal inspiration of the Constitution or in its rigid interpretation. But those who do not see that liberty and progress in America both depend upon limiting the power of all government, upon preserving its federal nature, upon protecting local authority, are, I believe, tragically blind to the plainest lesson of the world they live in. For once a people lets all power become concentrated at one point, it is like an army trapped in a salient.

THE reason why no dictator can seize power in the United States, as Mussolini seized it in Italy when he marched on Rome, is that there is no Rome against which an American dictator can march. He would have to march in forty-nine different directions at once. For there is no one place in the American system where sufficient power can be seized with which to dictate to the whole country. That is what the founders of the Republic intended. This is precisely what they had in mind when they made the central government a government of enumerated powers, when they jealously insisted upon preserving the identity and the substantial sovereignty of the separate States. They understood the mechanism and the strategy of tyranny. They consolidated the defences against it, and American progressives, who have witnessed the revival of despotism in the world, ought to be the very last persons to doubt the importance of those defences or to become lazy and indifferent about keeping them strong.

IT IS true that if we maintain a limited central government and a federal system of States, progress in good works is slow in that it is necessary to convince each locality that the good works are good. There are many who think that takes too long. But they will do well to remember that if it is a slow business converting each State to good ideas, it is also a slow business converting each State to bad ones. For myself, I would rather wait till Mayor LaGuardia converted New York City to good housing if that means that men like Huey Long have to wait till they have converted forty-eight States to their ideas.

And it does mean just that. The Federal government means that the people of each region have to be convinced separately. They cannot be blessed immediately, uniformly, with all that seems good. But also they cannot be cursed immediately and uniformly with the same lunacy.

TO INSIST that, except in the direst emergency and then only for the emergency, these principles must take precedence over all other considerations is, it seems to me, the paramount duty of the citizen. He must not be deterred by any outcry that if he does not believe that the Federal government should clear the slums, he must believe that people shall be doomed to live in foul buildings. We have had to face this same issue many times. Those who did not believe in the Eighteenth Amendment were charged with desiring drunkenness. Those who do not believe in the Child Labor Amendment are accused of wanting to preserve child labor. Those who do not believe that the Federal government should have any control of the schools are accused of favoring ignorance. Those who opposed the N.R.A. were accused of approving of sweated labor and sharp commercial practice.

NO DOUBT it is true that in opposing all these different kinds of centralization they find themselves often in bad company. But nevertheless you can not have your cake and eat it, too. You can not have a free government without some abuse of freedom. You cannot have a system of separate States and have uniformly high social standards in all of them. But if the American doctrine is correct, that in freedom mankind can realize its possibilities, then, as Franklin said, in the Bill of Rights of Pennsylvania: "a frequent recurrence to fundamental principles . . . is absolutely necessary to preserve the blessings of liberty and keep a government free." It is not only necessary to recur frequently to these principles, but at all times to defend them.

They must be defended not only against the avowed enemies of liberty but against those who, in their zeal for some particular blessing, forget and abandon the convictions without which there would be no liberty. There is no conviction so vital to the American people as the conviction that no one anywhere at any time shall have a monopoly of unlimited power. It is upon that conviction that the Republic rests. It is in that conviction that the American people have grown great and have remained free. It is that conviction that no one who considers himself a friend of the people should ever for a moment abandon.

the BACHELOR'S CORNER

The Simplest WAY

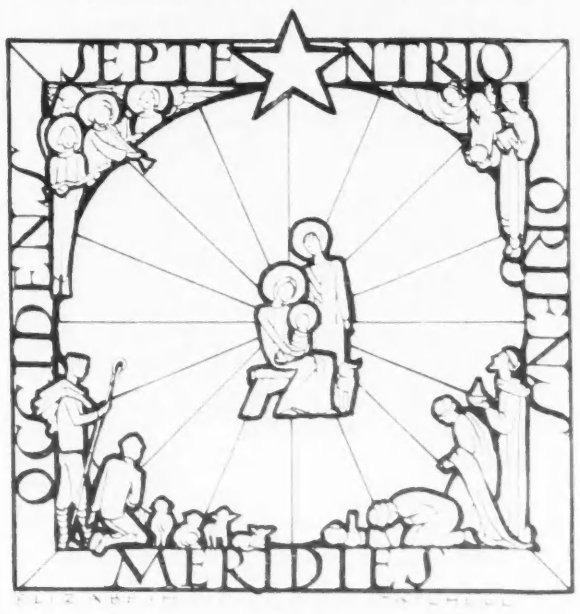
Some of the simplest things we do give others the most pleasure. I once knew a man who was always doing people favours, but he made such a fuss over it that those he helped often wished he wouldn't. That's partly selfishness.

Then there's the woman who will spend days searching all over town, wearing herself to an unsociable frazzle, trying to find the right present for some man who probably won't appreciate it anyway.

There's one simple way around that difficulty. Give him a box of Bachelors. The nearest cigar store has them, sealed fresh in "Cellophane" and specially wrapped for Christmas. Know the pleasure on Christmas day of seeing him light one up, pull in a long drag of fragrant Havana, and say with thousands of others—

"IT'S GOOD TO GET BACK TO A 10c. CIGAR!"

WILSON'S
BACHELOR
Cigar
10¢
100% Havana Filler



THE SEASON'S GREETINGS *from the*

QVEEN'S QVARTERLY

A REVIEW OF LITERATURE AND OPINION SCIENCE AND THE ARTS AND OF AFFAIRS WHICH WOULD PLEASE YOU AS IT HAS THE TWO GENERATIONS OF CANADIANS WHO HAVE ENJOYED IT SINCE ITS FOUNDATION IN 1893.

ON SALE AT HIGH-CLASS BOOK-STORES OR BY YEARLY SUBSCRIPTION OF $2.00 FROM
QUEEN'S QUARTERLY - KINGSTON - ONTARIO

"What would I get," inquired the man who had just insured his property against fire, "if this building should burn down tonight?"

"I would say," replied the insurance agent, "about ten years."—*New York Post.*

•

Hairdressers, a Chicago dispatch informs us, complain that ordinary barbers in the Midwest are calling themselves hairdressers, to the great detriment of the advanced profession.

Reminds us of the late Judge Joseph Quinn, of the Massachusetts Superior Court. In his court one day the District Attorney, questioning a witness, asked: "You are a barber, aren't you?" The witness replied, pompously: "I am a tonsorial artist." "Well, now," put in Judge Quinn, "isn't that splitting hairs?"—*Philadelphia Evening Bulletin.*

MUSICAL EVENTS

BY CHRISTOPHER WOOD

THE all-Wagner concert presented by the Toronto Symphony Orchestra on December 10th reminded one of the gravy in Jerome's "Three Men in a Boat," which was, it will be remembered, "a little rich for the weak stomach." And however much one may like Wagner, this particular program was a "little rich" for the mental stomach. Halfway through the concert one felt considerably "stodged," and at the end completely fed up. A touch of astringent Debussy would have been a most welcome relief from this eternal richness. For one cannot digest unlimited masses of Wagner, and at the end of eight courses the majority of people will feel a touch of mental colic. To avoid this unpleasant feeling quite a number left early. A still further argument against unduly long concerts devoted to the works of one composer—particularly Wagner—is the enormous strain imposed on the orchestra itself, especially on the wind. The Toronto Symphony is not in the happy financial state to enable it to pay its members enough for them to be in a position to refuse other engagements, and such a concert, with a two and a half hour rehearsal in the morning does not find the wind players at their best—nor the strings either, for that matter. Even a short program of Wagner means heavy going for the brass, and [illegible] major, a Mozart Trio in G major, and the Schubert Trio in B flat major. Of the three, the Brahms was, perhaps, the best performance. It was played with warmth, and the broad melodic themes were not stinted. The spiccato bowing in the Scherzo was beautifully neat and crisp, and all four movements showed a happy choice of tempo. The first two movements of the Mozart were not nearly so well [illegible] slow, being a little muddy, and displaying a tendency to hurry. But the Allegretto was quite delectable. Some roughnesses marred the Schubert, and neither the violin nor the 'cello seemed always quite happy in it, and the musical grasp did not always appear very strong, particularly in the last movement. But on the whole, it was an excellent concert, displaying sound musicianship and a thoughtful consideration of the three works, and the artists are to be congratulated most heartily. It is to be hoped that they will be able to give another concert soon, and perhaps arrange for a series next season, since the Toronto Conservatory Trio broke up some years ago there have been no chamber Trio concerts in the city, and there is room for this kind of work.

LAWN BOWLING IN STANLEY PARK, VANCOUVER, B.C. Photo by F. H. Duke, The Pas, Man.

"WINTER SCENE, MANITOBA." A Christmas card by the Winnipeg artist, C. W. Gray.

THE Hart House String Quartet gave the second program of their series last Saturday night, consisting of the "Emperor" Quartet by Haydn, the Delius Quartet, and the Schubert Quartet in D minor, commonly known as "Death and the Maiden." Throughout the entire program the ensemble showed a great improvement, but there was considerable ruggedness of tone, particularly on the part of the 'cello, in the Haydn, which was played with a good deal of unnecessary fervor, as also was the Delius. Such emotional intensity does not suit the character of either of these works, and even the Schubert would have been much better without it. As a consequence the only number which did not suffer was Tschaikovsky's "Andante Cantabile" which was played as an encore. Of the three works the Schubert was certainly the best, for it was conceived in a big way, and despite some ruggedness gave the impression of artistic wholeness. The first violin made a connection much in the accompanying figure above the melody in the slow movement, for it is only sentimentalism, and to play it in an emotional manner destroys the theme, and tends to make the movement theatrical rather than dramatic. And this, perhaps, is the chief fault of the Quartet's playing, overcompensation for an emotional aridity.

THEATRE

"THE LOWER DEPTHS"

BY W. S. MILNE

VICTORIA College Dramatic Society's presentation of Maxim Gorki's "The Lower Depths" took place at Hart House Theatre on Dec. 5-7. This realistic picture of life in its lowest terms, as lived by a little group of castaways in a cellar dosshouse of a Russian slum, was in startling contrast to the box-office fare the regular Hart House patrons have been getting lately. One must feel grateful to "Vic" for tackling such a difficult and unusual vehicle. At the same time, one cannot help feeling that it was the wrong type of play for undergraduate actors, because its value as a play depends almost entirely on the fidelity with which its types are presented. Its acting requires either a very high degree of technical skill, which is what the Moscow art theatre brought to it, or else type casting, as in the movies. The second was beyond the resources of the society, and the technical experience of the players was not equal to the demands made on it. Matters were not helped by an atrocious American translation, which, with its suggestion of Hollywood gangsters, made it hard for the audience to get the Russian feel. Make-up was another worrying detail. Very hairy beards clung to smooth, unlined faces, or else to faces that stopped at the chin line, and left neck and ears of a different color.

Of the players, the best was probably Miss Margaret Davies, as Vasilisa. She has a fine voice, and a power of suggesting meaning behind her lines. The Sahtin of Mr. Robert McRae was timely conceived, and thoroughly worked out. His diction was particularly good. Another actor with an impressive voice was Mr. J. B. McDiarmid, who did a good job of sustaining the character of the old pilgrim. His delivery, however, lacked variety, and never quickened its tempo, a fault pretty general in the presentation.

The sets were interesting, with their arches and steps and angles, but the lighting was very flat and commonplace, and did not display the sets to advantage. Subtler lighting, while still illuminating the actors, would have shrouded the upper reaches of the walls in deep shadow, obscuring some very restless amateur attempts at realistic detail in the matter of cracks and bricks, which merely served as a ceaseless reminder that these were painted flats.

One feature of the production which was uniformly pleasing and well-contrived was the grouping, and for this Mr. Hemingway deserves much credit. Granted the material available, the presentation was wonderfully well done, and the play was certainly an interesting choice. There was a time when such societies confined themselves to Milne and Maugham, and "The Lower Depths" shows larger ambitions courageously attempted.

• •

MUSIC NOTES

MUSIC lovers who are building a library of phonograph records will be interested in the definite advance made in reproduction by the RCA Victor people, whose new "Concert Grand," a combination radio and phonograph priced at $635.00, embodies a new principle of volume control. Called the Dynamic Expander, the new unit automatically enlarges the more pronounced passages in the music so that there is a greater contrast between *pianissimo* and *fortissimo* than has heretofore been the case in recording. The effect, particularly striking in symphonic music, is to reproduce more faithfully the natural, dynamic quality of the original sound.

NEXT January 22nd will see the first production of the series of six weekly operas to be produced in Toronto by a local group under the direction of Braheen Urban. The first work will be Verdi's "Aida," and the cast and chorus of 115 has already held several rehearsals. The other five works to be performed on succeeding Wednesday evenings at a large downtown theatre will include Verdi's "Il Trovatore" and "Rigoletto," Bizet's "Carmen," Puccini's "La Tosca" and "Gounod's "Faust."

The orchestral music will be under the direction of a prominent New York conductor who will arrive in Toronto two weeks before the first performance for rehearsals with cast and orchestra.

All costumes and scenery for the series will be designed and produced expressly for these productions.

In addition to these six weeks of opera during January and February, Mr. Urban has announced plans for a spring festival of opera, during which the most successful works of the winter season will be reproduced, as well as Puccini's "Madame Butterfly," Mascagni's "Cavalleria Rusticana" and Leoncavallo's "Pagliacci."

• •

Notes from school papers collected from near and far:

Benjamin Franklin's father was a tallow chandelier.

The ancient Greeks planted colonists for their food supply.

The heart is located on the west side of the body.

Sir Walter Raleigh was once put out when a servant found him with a fire in his head.

The Romans were too thickly populated to be very comfortable. *Boston Herald.*

THE TORONTO CONSERVATORY OF MUSIC

49th Season

Principal SIR ERNEST MacMILLAN, B.A., Mus. Doc., F.R.C.M. F.R.C.O.

Vice-Principal HEALEY WILLAN, Mus. Doc., F.R.C.O.

School Year September to June

Teachers and students are advised to make application for the NEW GRADED SYLLABUS

ALSO THE YEAR BOOK CONTAINING FULL INFORMATION ABOUT TEACHING COURSES, ETC. ADDRESS: 135 COLLEGE ST., TORONTO 2

ALBERT COLLEGE BELLEVILLE ONTARIO

A Residential College for Young Men and Boys

Day School Facilities for Young Men and Young Ladies, with Public School, Collegiate Business Administration, and Second Year University (Queen's) Courses

"Formal and recreational athletics are looked upon as an integral part of our educational system. Adequate equipment is available for the conducting of all the more popular activities—a large gymnasium, heated swimming pool, baseball diamond, hockey cushion, rugby field, tennis courts, and indoor game rooms—these all operated under trained supervision. But we do not major on these activities. They are complementary to our major goals—ACADEMIC ACHIEVEMENT and CHARACTER DEVELOPMENT. Our supreme concern is making men."

Write for Prospectus and Special Business Folder. REV. BERT HOWARD, *Principal.*

DON'T ENVY "SWEET SIXTEEN"

. . . . . Plan a

NEW YEAR'S PARTY in the Crystal Ball Room

It isn't easy to bring back the freshness of youth . . . but a New Year's Eve party in the Crystal Ball Room will bring you amazingly close to it.

CONTINUOUS DANCING--TWO ORCHESTRAS

Favors, Hats, Noisemakers, Specialty Entertainers, souvenirs for ladies and gentlemen, special supper—all for the price of $6.00, including tax.

JANUARY 1st, 1936

New Year's Day—Mid-day Dinner, $1.50.

New Year's Night—Dinner from 6 o'clock with vocal and musical programme, $2.00 per plate.

Phone in your reservations now to Wav. 7417.

King Edward Hotel

P. KIRBY HUNT, General Manager

EATON AUDITORIUM

THE CHILDREN'S THEATRE

Sponsored by the Wimodausis Club Presents

ROBIN HOOD

Sat. afternoon, Dec. 21st, at 3 o'clock. Seats: $1.50 and $1.00, tax extra. A limited number of rush seats on sale Sat., Dec. 21st, at 1.00 p.m. at 50c, tax extra. Telephone Ad. 5444.

HART HOUSE THEATRE

PRESENTS

"Wappin' Wharf"

BY CHARLES S. BROOKS

Directed by NANCY PYPER

December 26 — January 3

Mats, Dec. 28, Jan. 1, 50c

Dec. 26th, 27th Sold Out

Seats $1.00

Book of Coupons 6 for $1.00

Box Office MI. 8428

SHEA'S

NEW POLICY BETTER PICTURES At New Low Prices

"THE RAINMAKERS"

Starring WHEELER AND WOOLSEY

A Cinema Circus with the Madcap Merrymakers of Movieland at their craziest.

Second Great Feature

Mazo De La Roche's $10,000 Atlantic Monthly Prize Novel

"JALNA"

with KAY JOHNSON IAN HUNTER

ON THE SCREEN

GINGER ROGERS "IN PERSON"

Until you've seen Ginger at her gingeriest in this picture you don't know what Ginger can do.

ONLY STAGE SHOW IN TOWN

THE WORLD FAMOUS "Arkansas Travellers"

Weaver Bros. and Elviry

Heading Their Own Revue in a joyous Holiday Stage Presentation. Fun for All! All for Fun!

IMPERIAL

For Security and Stability—Insure with the

Confederation Life

Association

THE FILM PARADE

BY MARY LOWREY ROSS

"SO RED THE ROSE"

NOVELISTS usually complain, and with the very best reasons, about what Hollywood has done to their masterpieces. But Mr. Stark Young should be reasonably satisfied with the screen treatment that Paramount has given "So Red the Rose." The film version is handled with much the same romantic delicacy as the novel and is besides, as we bed-readers say, much easier to get into. For one thing you aren't met and overwhelmed at the very beginning by a Southern army of McGehees, all springing into view and needing to be sorted out at once. On the screen the McGehees are cleaned up in the first two minutes, without any genealogical losses or involved family tracings. They are all there and all easily placeable in the familiar features of Walter Connolly, Janet Beecher, Dickie Moore, Elizabeth Patterson, Margaret Sullavan and Randolph Scott.

These handsome and talented people—especially Margaret Sullavan as Valette, the Southern heroine, and Walter Connolly as the fiery plantation owner—contribute a great deal to the picture's success. Quite as much as the actors, however, the director, and especially the set-designer, have created a lived-in world out of an elegant tradition.

One gets used to violence on the screen and reconciled to the deaths of leading characters, knowing that actors, like generals, always die in bed and that these will show up good as new on next week's program. But the destruction by the Yankees of the lovely Colonial interior in "So Red the Rose" was a matter for real sorrow. It was one of the finest interiors ever shown on the screen and it went up in smoke and you knew you would never see it again, not even in another picture.

Altogether, "So Red the Rose" is a moving if romanticized description of a society founded on gentleness and maintained in a continuous state of urbanity by the flow of compliments and good whiskey. Even the destruction of this society, violent and mindless as it is, is described with detachment and sorrow rather than indignation, a sort of Southern courtesy that constituted in itself a rebuke to outrage. If the dialogue doesn't quite follow Stark Young's distinguished exchanges, it is believable and sincere and its formality is without pretentiousness. And if there are minor lapses in realism—such as the cheeping of birds on the battlefield at dawn, which sounded a little as though someone were extemporizing with resin and a piece of string—these aren't really enough to injure the illusion and drama.

Apart from one or two scenes of violence, "So Red the Rose" has an almost fragile quality of romance and charm. Yet it contrives to epitomize the significance of war—the unhuman destruction without either pity or malignancy, of everything fine, gentle and traditional; and to do it far more effectively and poignantly than pictures which aim simply at spectacle and brutality.

"WAY DOWN EAST"

"WAY Down East" has been revived on the screen with so much respect that it almost succeeds in fulfilling the producer's intention of dignity and drama. It even manages to have, in some of the country scenes, a sort of dim charm; so that if we weren't all so terribly theatre-wise and didn't know that it is really a comedy gag when the heroine is thrown out in the blizzard for her sins, or drifts down the river on a block of ice, we could easily feel indignant and sorrowful. (It is very corrective under these circumstances to realize that fifty years from now the persecuted heroines of today, the Ann Hardings and Kay Francises and even Garbo herself, will probably look pretty funny in some of their more appalling moral fixes.) Rochelle Hudson and Henry Fonda are the hero and heroine in "Way Down East," and they handle their parts very seriously and tactfully. A great deal of trouble, too, has been taken by somebody to get the farmhouse interiors exactly right. I almost took a chill in the cold of the winter afternoon in the front parlor. But all this discretion and respect didn't come to much more in the end than the pale pink light which sympathetic undertakers sometimes play on the features of the dead. The best way to revive old-fashioned melodrama is to do it with all the original dramatic exuberance, and let the comedy gags fall where they may.

• •

ART WORLD

BY G. CAMPBELL McINNES

COMFORT is the keynote of Mr. Herbert S. Palmer's exhibition at present on view at the Eaton Galleries on College Street. Great spreading, comfortable trees; fat, comfortable sheep browsing in lush, comfortable pastures beneath sunny, comfortable skies. This, however, is not to say that Mr. Palmer is unduly soft or fuzzy. There is, especially in some of his studies of autumn foliage, strength, color and light.

MALLONEY GALLERIES

A four-man show of the work of Parker Denovan, A. W. Campbell, Francis E. Cavell and H. R. McDonic is now being held at the Malloney Galleries on Grenville Street. Mr. McDonic merits consideration. While it is plain that he thinks and feels as a draughtsman rather than plastically, his work, within its limits, is exceedingly good. Though he falters when he attempts too much freehand, his studies of boats and buildings are clear and delicate, his use of wash most effective, and his handling of his media very skilful. His water color of the Hart House Tower is about as good as one gets in that particular line.

Some of Mr. Denovan's Quebec studies are interesting, and his "Winter's Mantle" has a boldness and rhythmic quality of which one would like to see more. Messrs. Campbell and Cavell achieve a certain pleasantness.

TORONTO ART GALLERY

I SHOULD have mentioned in my article on the current show at the Toronto Art Gallery, that those who had the misfortune to miss last month's magnificent exhibition, can see many first rate works from the Gallery's Permanent Collection, which are at present on the walls. The Margaret Eaton Gallery is hung as a French Room, and there is work by Courbet, Delacroix, Monet, Bonnard, Sisley, Pissarro, Boudin and Villon. In the two adjoining rooms there is also a number of plums, including a Constable, and a Bordone.

IN "ROBIN HOOD". Kenn Randall as Robin in the Children's Theatre production at Eaton Auditorium on Saturday afternoon, Dec. 21st.

LITERARY NOTES

THE Women's Canadian Club of Toronto have announced their literary competition for 1935-36. A prize of fifty dollars will be awarded this year for the best poem submitted.

The conditions of the competition are as follows:

(1) The poem shall take the form of a sonnet.

(2) a. The manuscript, written in English, shall be typewritten on one side only and double spaced.

b. Three typewritten copies shall be required, each copy to be signed with the writer's pseudonym, printed or typewritten.

c. The name and address of the writer shall be enclosed in separate sealed envelopes on the outside of which shall appear the writer's pseudonym. There shall be one envelope so marked for each typewritten copy.

d. The appearance of the writer's name or other identification marks on the manuscript shall disqualify that manuscript.

e. Poems that have already been published will not be eligible.

f. Contestants who have already received the club prize will not be eligible.

(3) A stamped, addressed envelope shall be enclosed if return of manuscript is desired.

(4) Manuscripts shall be addressed to the secretary-treasurer of the Women's Canadian Club of Toronto, 69 Bloor St. East, and shall be sent by registered mail.

(5) All manuscripts shall be delivered on or before March 1, 1936.

(6) The contest is open to professional and non-professional writers throughout the Dominion.

(7) Judges will be chosen from critics well known in Canada. Their decision will be final.

Note: If in the judgment of the adjudicators the poems submitted are not of sufficiently high standard, no prize will be awarded.

• •

"How do the foreign dishes compare to English ones?" asked one of her audience.

"Oh," replied the maid, airily, "they break just the same." —*Answers (London).*

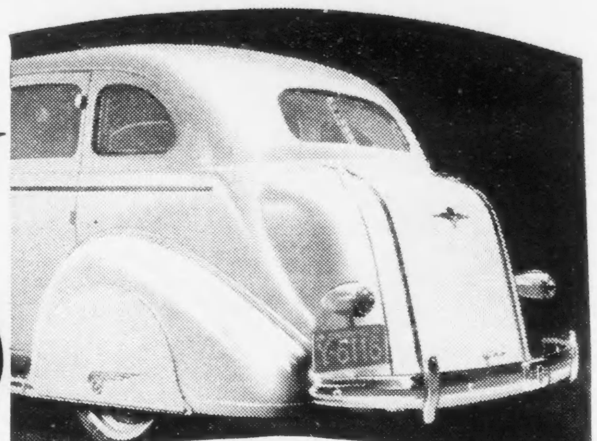
The SCHICK . . .

a Perfect Gift for a Man

With this token of your affection, you give a man a lifetime of shaving comfort. Each day he will re-thank you as he enjoys the sheer pleasure of shaving with NO BLADES, NO LATHER. Never again will he cut himself and his face will look and feel years younger under the gentle action of the Schick Dry Shaver. Sold by all leading dealers.

Distributed in Canada by all stores of
HENRY BIRKS & SONS, LTD.
BIRKS-ELLIS-RYRIE LTD. Toronto
BIRKS-DINGWALL LTD. Winnipeg

DRIVE A NEW DE SOTO



..and Travel in Swanky Style!

De Soto's interiors feature French roll button upholstery.

DE SOTO'S swanky style picks you out from the crowd . . . Cruising down the highway, drifting along in traffic or coasting up to your favourite club, you enjoy the distinction of being different when you drive the new De Soto.

The interiors of the new De Sotos show the skillful hand of the master custom designer. Your're safe in buying De Soto, not only on its appearance alone, but because it also has all the mechanical features that every well designed motor car should have—and in addition has double cylinder hydraulic brakes, Floating Power engine mountings, all-steel double strength frame and body, and traditional De Soto pep and power.

Travel in distinctive style this year . . . be swanky . . . drive a new 1936 Airstream De Soto . . . see your Dodge-De Soto dealer today.

See how nicely the trunk blends into the beautiful lines of the Airstream De Soto . . . more luggage room than ever before.

The swanky, modern style of De Soto's front end is characteristic of the entire car.

DeSoto sets the Style

THE BOOKSHELF

CONDUCTED BY HAROLD F. SUTTON

DECEMBER READING

SELECTED BY LADY WILLISON

"Victorious Troy or The Hurrying Angel," by John Masefield (Macmillan). The poet laureate has bestowed again upon his readers an epic of the sea. The victory of Troy means apparently the triumph of the weak against the strong, victory of dismasted ship against tumultuous ocean. Mr. Masefield has exceedingly adequate technical knowledge of ships. His literary art is of the finest. His book contains a splendid story. Dick Pomfret, eighteen-year-old apprentice, is a hero without pretence or boasting. Read and be thankful.

"Green Cloister," by Duncan Campbell Scott (McClelland and Stewart); "The Titanic," by E. J. Pratt (Macmillan). "Green Cloister" is an exquisite flower of classical poetry. Do not miss reading such poems as "In the Rocky Mountains," "A Scene at Lake Manitou," "The Nightwatchman." The tremendous strength and realism of "The Titanic" strike upon the reader's imagination in their own degree as the great cliff of ice smote the fated ship.

"O Careless Love," by Rex Stout (Farrar and Rinehart). Gay and light, modern and hilarious, this comedy of four Kansas teachers in New York is the most amusing and delightful story one has read for many months.

"The Founder of the House," by Naomi Jacob (Hutchinson). Only G. B. Stern as a chronicler of Jewish family life can bear comparison with Miss Jacob. Long, well-wrought, interesting, romantic, the novel tells of the founding of the house of Gollantz. Other novels in the same series are "That Wild Lie" and "Seen Unknown."

"Adventures of Sajo and Her Beaver People," by Grey Owl (Macmillan). Incomparable narrative of North American Indian life. A darling book for young boys and girls.

"And Gladly Teach," by Bliss Perry (Thomas Allen). A valuable, deeply interesting autobiography by a loved professor who was for ten years editor of *The Atlantic*. His reminiscences bridge the distance between youth fifty years ago and modernity.

"The Best Short Stories, 1935," Edited by E. J. O'Brien (Houghton Mifflin). Stories representative of one side of modern writing. A strange world, but actual enough. Mr. O'Brien chooses "The Town and Salomacks," by Alan Seager as his best short story. Morley Callaghan's "Father and Son" from *Harper's Bazaar* is included in the collection.

CANADIAN ENCYCLOPEDIA

"Encyclopedia of Canada." Vol. II, Car-F." General editor W. Stewart Wallace. University Associates of Canada, Toronto.

BY B. K. SANDWELL

THE Encyclopedia of Canada is making admirable progress. It seems only a few weeks since we had occasion to speak in the highest terms of its first volume; the second volume, from Cartography to Fyshe, is now in our hands and is as successful as its predecessor. Its editor shows excellent judgment in the difficult task of keeping up-to-date and at the same time avoiding matters of merely passing importance. The Dionne quintuplets receive a column of interesting matter. There is already a bibliography of them, although at present it includes only one work, "The Authorized Book of Exclusive Photographs of the Dionne Quintuplets," published at Racine, Wis., during the present year. We are glad to note that the Encyclopedia shares our opinion that the first name of the father of the quintuplets is really Oliva and not, as popularly supposed, Olive.

There is an immense amount of information in this volume. Who would have supposed, for example, that it is possible, as would be if one would live long enough, to acquire no less than 85 different degrees from an American university, from different universities in the Dominion of Canada? Information is occasionally accompanied by a slight touch of humour, as when we are informed concerning that extraordinary Nova Scotian, William Alexander Smith, who became Prime Minister of British Columbia and had his name changed by legislative enactment to Amor de Cosmos, that "It is said that an amendment whereby his name would have been Amor de Rabbits [illegible] by a sound adoption."

AN ILLUSTRATION from "David Goes to Zululand", by K. Marshall. (Nelson, $1.50.) Reviewed in the Christmas Supplement.

There is a village in Victoria county, New Brunswick, named Cupid; it has a population of 400. The only places in Canada where one can be cremated are Vancouver, Montreal and Toronto. There were 33 Fathers of Confederation, but since two of them were from Newfoundland, which has never confederated, we ought perhaps to consider that there were 31. The name of Mount Fatigue on the boundary line between British Columbia and Alberta, is "purely descriptive." The Credit River is so called from the fact that when it was a centre of the fur trade the traders met the Indians there and gave them "on credit" the supplies they needed for the winter months. The village of Climax, in Saskatchewan, has a weekly newspaper called *The Climax*; subscriptions should be made payable to the Climax *Climax*. The Edmonton, Yukon and Pacific Railway is ten miles long.

These casual observations have not much to do with the general quality of the editorial work in this volume. It remains to be said that Mr. Wallace has selected his contributors with the same judgment as in the last volume. Dr. Colquhoun, who is evidently making good use of his new leisure, contributes the articles on Commercial Union, The Corn Laws, and Extradition; Mr. Justice Fabre-Surveyer contributes the article on the Civil Code; Sir Robert Falconer that on Co-education; Professor C. A. Curtis that on Currency; Mr. Diamond Jenness that on the Eskimo, which has oddly enough got itself out of its proper alphabetical order into the place it would have occupied if it had been spelled with a Q. The article on the Fur Trade is naturally by Professor H. A. Innis, and so is that on the History of the Fisheries.

If the Encyclopedia is in any one respect too inclusive, it is in regard to persons who have attained a modicum of fame by having a book published. Some of the minor poets and local collectors of historical reminiscences whom Mr. Wallace has immortalized are scarcely worthy of that distinction; but this is an error on the right side in a country which heretofore has valued literary work lower than the making of money.

Sir John Craig Eaton is described as the third son of Timothy Eaton and Margaret Beattie; but Timothy Eaton himself is described as having had only two sons and three daughters; and this we believe to be correct.

RECENT VERSE

"The Green Cloister," Later Poems by Duncan Campbell Scott. Toronto, McClelland & Stewart. $1.50.

"Lilies and Leopards," by Annie Charlotte Dalton. Toronto, Ryerson. $2.00.

BY PELHAM EDGAR

THESE are two books that should be in every Canadian library. With the qualification left out the statement would still hold, and is none the less valid if "will not be" is substituted for the optimistic "should."

Both poets have been before us for a long time and each in his or her several ways is a tried and proved practitioner of a difficult art. For poetry is indeed difficult, though its utterance should seem effortless as a bird's singing. If age tempers it with the wisdom of experience, it must achieve the further miracle of preserving the freshness of the unspoiled years of youth.

This rare combination of wisdom and freshness has always been a mark of Dr. Scott's poetry. It is present in his latest volume, but one detects less resolution now for a sustained flight towards far horizons. He hovers momentarily over some fair plot of this charted earth, and the lyrical ecstasy of that moment is touched with the wistfulness of one who is taking his last look on beauty. Here is no fierceness of regret, no angry protest, no recrimination. We pass, and the world endures. No truth is older than that truism, and its realization is the beginning of wisdom.

"Go, lovely hour with the rushing of leaves,
With the proud swift wind and the glory in the west,
Call the chill stars that close the autumn eyes
And bring the day to rest.
Leave us the memory of the walk beside the water,
With the fugitive leaves rushing away from the wind,
The wild light on the towers and the eastern border
Where the stars are venturing.
Then rest in the low-lit room
By the maple fire on the hearth
Breathing as if with delight in its life, and after
Music rich-motived with sighs and with laughter.
These are the real, the native things
The heart remembers;
Long after the passions of the world have taken wings
Memory retrieves the whisper of fugitive leaves,
The flow of water, the flow of stars,
The fall of the wind at night-fall,
The flutter of flame on the embers,
The murmur of music."

This poem has the true Scott quality, and "A Blackbird Rhapsody" has virtues which rank it among the best bird poems in our language. There are more than flashes of the old fire in his Indian poem, "A Scene at Lake Manitou," and "The Spider and the Rose" comes obviously from the mystic pen that wrote "The Piper of Arll" and the Samarkand "Fantasia." With Mr. Deacon I share the hope that Dr. Scott will yet crown his career with a poem that will give ample scope to his powers of mind, his sensitiveness to beauty, and his abounding human sympathy.

MRS. DALTON has expressed in her prefatory note better than any reviewer can the main intention of her book: "'Lilies and Leopards' is an appeal from the seen to the unseen, a plea for reasonable optimism at this time, when bewilderment and pain overshadow our sense of the upward progress of Man, and an expression of sincere belief in his ultimate triumph over Time and Space; a belief, in short, that he will, presently, pierce and traverse this mysterious Universe, not by means of any new invention, but through the natural evolution of his personal aspiration and innate power."

A reasoned optimism that extracts value from the harsh conflicts of life has been rare in our poetry since Browning and George Meredith, and they, as we know, are out of favor now. Mrs. Dalton does not speak with such authority, and her abstract method of presentation may not carry the same conviction; but whatever our reservations we have nothing but praise for the high intelligence and technical skill that have gone to the making of these interesting poems.

BOOKS RECEIVED

GENERAL

"Down Among the Dead Men," by Bernard van Dieren. Toronto, Oxford. $3.25. Essays on music by the modern composer. There are discourses on Meyerbeer and Piccinni, personal reminiscences of Busoni and a discussion of music in relation to religious work.

"Science, A New Outline," by J. W. N. Sullivan. Toronto, Nelson. $1.50. A new survey of modern science for the general reader, written in attractive language.

"Alone Across the Top of the World," by Jack O'Brien. Toronto, Winston. $2. The authorized story of David Irwin, who trekked 3,600 miles from Nome to Churchill.

"Country Airs," by W. J. Blyton. Toronto, Blackie. $2.50. Rural life in England, from the point of view of a London editor who abandoned Fleet Street to wrest a living from the land.

"Elegant Extracts," a Duobiography by Edmund Malone and George Hawes. Toronto, Macmillan. $2.50. The letters of two British Army officers who kept up their friendship by correspondence, stationed as they were never in the same place and often in different parts of the world.

"Ten Years Before the 'Mike,'" by Ted Husing. Toronto, Farrar & Rinehart. $2.50. Behind the scenes of radio with the popular announcer.

FICTION

"Kay the Left-Handed," by Leslie Barringer. Doubleday. $2.50. A picaresque tale of the days of Richard the Lion-Hearted.

"Barrel Organ Tune," by Jane Oliver. Collins. $2. By the author of "Evening of a Martinet."

"The Luck of the Bodkins," by P. G. Wodehouse. McClelland & Stewart. $2. Mr. Wodehouse in his usual happy vein.

"The Crimson Sign," by H. A. Cody. McClelland & Stewart. $2. Acadia in the 17th Century.

CHILDREN'S BOOKS

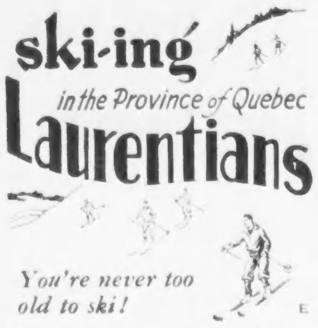
"Boomba Lives in Africa," by Caroline Singer and Cyrus LeRoy Baldridge. Illustrated in color. Saunders. 64 pages. $2.

A little brown boy called Boomba lives in Africa where there is no Fall or Winter and only a short wet season. Boomba is ten years old and this is his story. What a story it makes. The authors built it up out of a year they spent in West Africa and it tells, therefore, the truth about the life of the little brown boy. This book has a very current interest for children who are hearing a lot about brown men from the conversations of the grown-ups about Africa just now. They see terrifying pictures in press of brown men going to war. This gives the human side and stresses the universal humanity of all of us, white, brown or yellow. The book is well designed and the accompanying pictures are imaginative and beautifully done.

THE CRIME CALENDAR

BY J. V. McAREE

DEATH Runs on Skis," by Helen Ritchie, and "Exit Venturi," by Gordon Laffa, are frankly thrillers of the baser sort. From our point of view this is the best type because we do not have to read more than a few pages to know that we shall read no more. That is to say, we can save our time to put to more profitable use. The annoying thriller is the story that starts out placidly or brightly as the case may be and for several chapters pretends to be a normal story, perhaps a detective story. Then it suddenly goes haywire and you realize, unless you are a thriller addict that you have been led up the garden. And if you are a thriller addict, you probably have not read that far unless you happen to know that at one point in the story, sooner or later, the author will go off the deep end and ask you to believe, for instance, that there are caches of precious jewels secreted in the high Alps or that there is a famous crook whom the police of several countries have been trying to convict for years, and that in the end he is held at bay by a couple of amateurs. In the two books mentioned, we are made privy to the author's intentions very early. We understand that the author of "Death Runs on Skis" is an expert on skiing, and probably understands better than the average author how death may be made to run on them, or in other words how a man in the act of skiing can also be a man in the act of committing a murder. What she signally lacks is the ability to make us believe that people act as she says they act. So she is unable to create an illusion, so the book fails long before her expertness as a skier can be brought to bear on her problem. Few writers have succeeded with the theme of the accomplished crook. We can think only of Jimmie Valentine, Jimmie Dale, Raffles, nameless hero of "An Industrious Chevalier," Arsene Lupin and, of course, Professor Moriarty, who is kept cleverly in the background and is seen, so far as we remember, only twice by Sherlock Holmes.



Skiing comes as naturally as walking to most of us, and in the Laurentians, guides and instructors aid you to quickly master this glorious sport. If you prefer sleighing, skating, sliding, or riding . . . it's there too! Glorious air . . . mountain scenery and old world countryside. Cosy inns . . . open fires . . . modern comfort . . . French cuisine.

Come up for a week . . . You will feel like a new person.

Write for Folders and Full Information.
The Laurentian Resorts Association
Ste. Agathe-des-Monts Prov. Quebec, Canada

The Waldorf Point of View

WALDORF ASTORIA

HOMEWOOD SANITARIUM

A Community for reconstruction under competent medical care
To find a place where those suffering from certain functional nervous conditions may receive [illegible] treatment [illegible] Homewood [illegible] psychotherapy, electric therapy, hydrotherapy and other proven effective aids to restoring the patient to his normal, active life. Rates moderate.
Address
Harvey Clare, M.D., Medical Superintendent
Homewood Sanitarium, Guelph, Ont.

SATURDAY NIGHT
THE CANADIAN ILLUSTRATED WEEKLY
BERNARD K. SANDWELL, *Editor*
MARK S. HODGEMAN, *Advertising Manager*

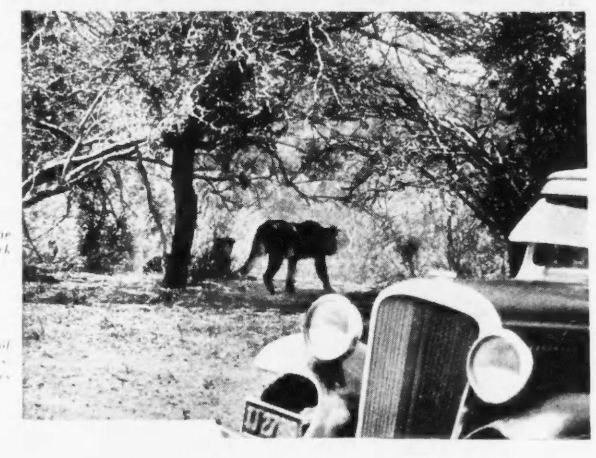
Subscriptions to points in Canada and Newfoundland $3.00 per annum.
Great Britain, British Dominions, Colonies and Protectorates $5.00 per annum.
United States and United States Possessions $5.00 per annum.
All other countries $10.00 per annum.
Single copies 10 cts.

NOTICE TO ADVERTISERS
[illegible]

Printed and Published in Canada
CONSOLIDATED PRESS LIMITED
CORNER OF RICHMOND AND SHEPPARD STREETS, TORONTO 2, CANADA
MONTREAL New Birks Bldg.
WINNIPEG 305 Birks Bldg., Portage Ave.
NEW YORK Room 1306, 101 Fifth Ave.

E. R. Milling Business Manager
C. T. Croucher Ast. Business Manager
J. F. Foy Circulation Manager

Vol. 51, No. 7 Whole No. 2251



Right: An everyday scene in Kruger National Park

Below: Luxury planes of South African Railways, Airways and Harbours

THERE ARE THRILLS FOR YOU IN SOUTH AFRICA

YOU may "hunt" lions galore with your camera—in safety and comfort—as you drive the roads of Kruger National Park—the world's largest game reserve. Zebra, giraffe, hippopotami and hundreds of other native beasts roam this area for you to see. And here, too, you sleep comfortably in rest camps at night.

Then, also, you may hear the weird, hypnotic music and rituals of native dances and ceremonials, sights and sounds that stir the primitive in every heart. The age-old mystery of the Zimbabwe ruins, the majesty of Victoria Falls, the awe of the Cango Caves, the glamour of Durban's silver strand where sophisticates of the world meet and recreate the colour of existence—these are thrills.

Summer or winter you have a glorious climate in South Africa—never too hot, never too cold. Good ships take you there—you can fly airways equipped with latest planes, or travel by train in modern comfort. Good hotels await you. For literature on South Africa write or call

THOS. COOK & SON LIMITED
MONTREAL TORONTO VANCOUVER

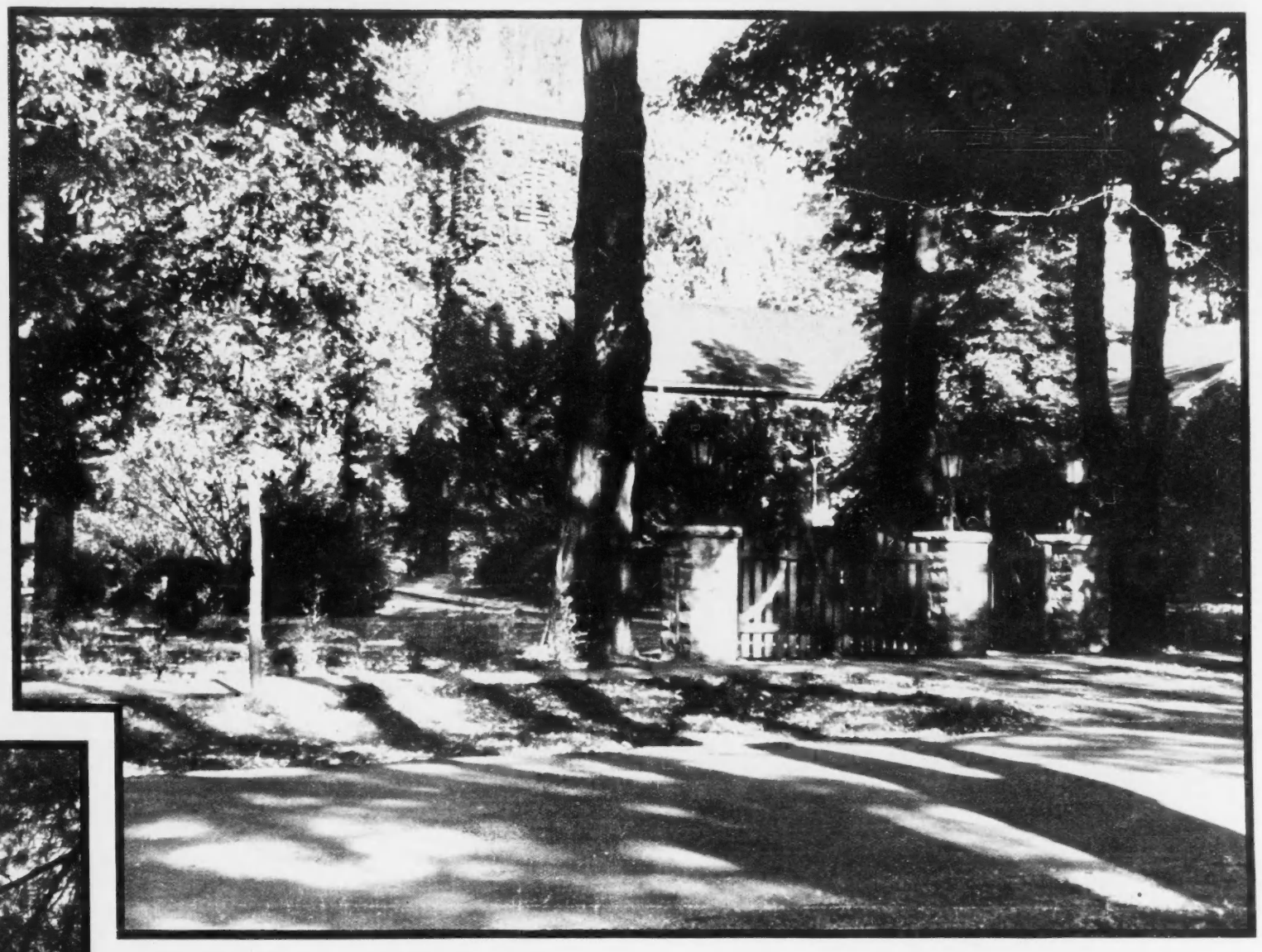
SECTION II

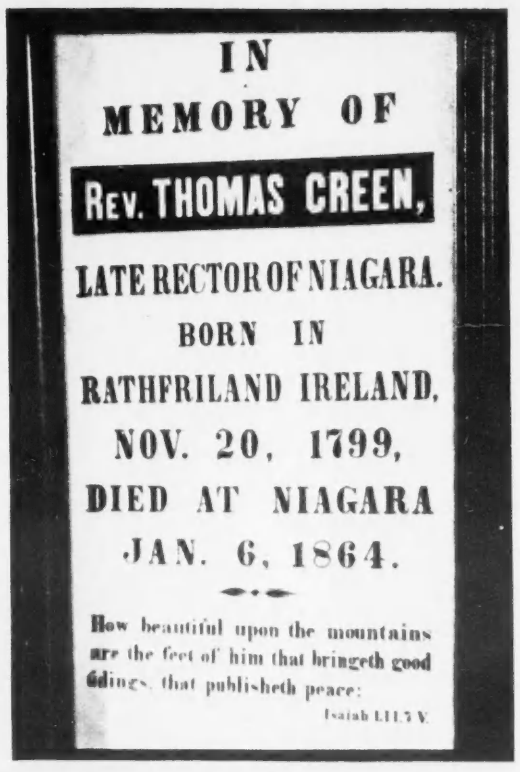
SATURDAY NIGHT

PEOPLE » TRAVEL » FASHION » HOMES » LETTERS

TORONTO, CANADA, DECEMBER 21, 1935

HISTORIC ST. MARK'S AT NIAGARA-ON-THE-LAKE



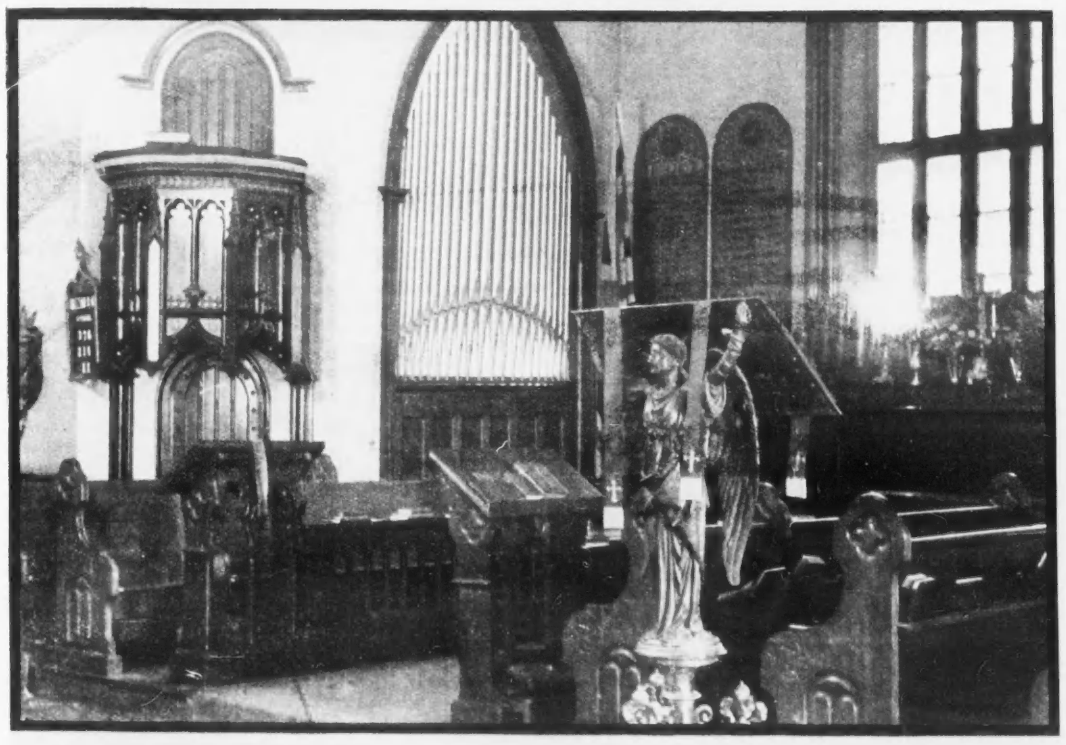


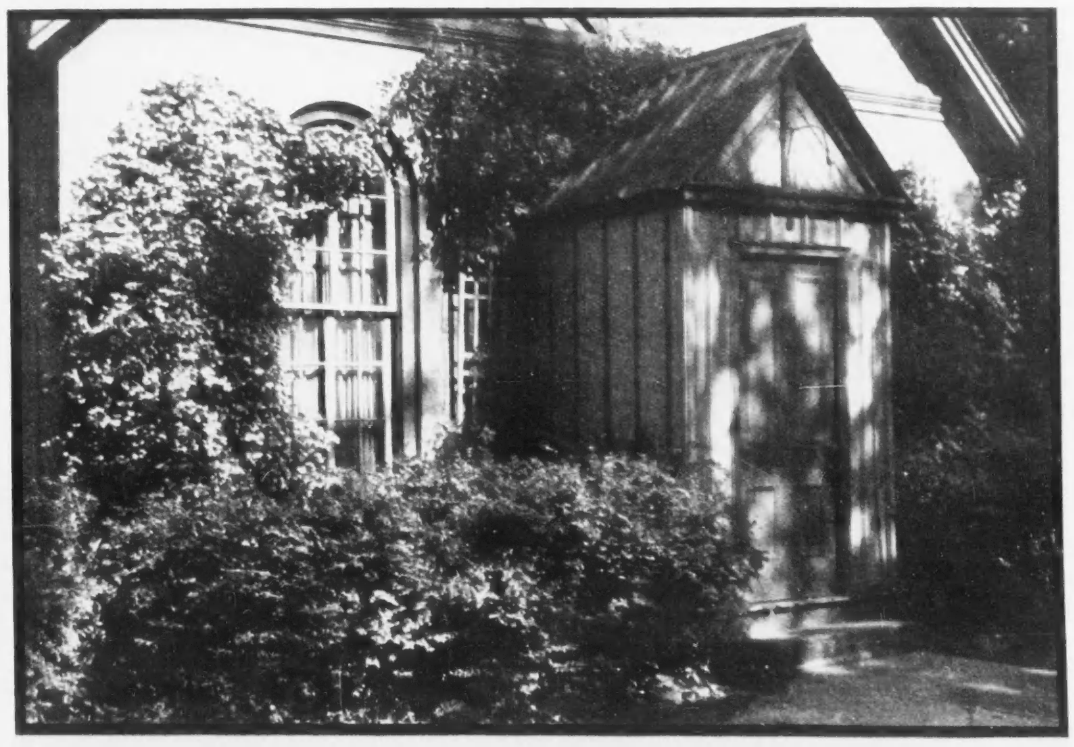
SEVERAL weeks ago on this page we reproduced photographs of historic landmarks at Niagara-on-the-lake. This week we devote our space to pictures of one of the oldest edifices in the Town, St. Mark's Anglican Church.

The noise and clamor of history have long ceased in this lovely, peaceful district, and St. Mark's stands quiet and secure in its leafy setting. But everywhere, on memorial tablet and headstone, are reminders of other and more stirring days.

The Parish was founded in July, 1792, the Church being built in the years between 1801 and 1809. During the winter of 1813, when the Town was sacked by the American troops, St. Mark's did not escape destruction. Its stone walls, however, remained standing and in 1820 the building was restored and in 1843 enlarged.

Among its many memorial tablets is the one dedicated to its first Rector, the Rev. Robert Addison. We quote: "To the memory of the Rev. Robert Addison, First Missionary in this District, of the Venerable Society for the Propagation of the Gospel in Foreign Parts. He commenced his Labours in 1792, which by the blessing of Divine Providence he was enabled to continue for 37 years. Besides his stated services as Minister of St. Mark's Church in this Town, he visited and officiated in different parts of this and adjoining Districts until other Missionaries arrived." The Rev. Robert Addison was succeeded by the Rev. Thomas Creen, whose memorial tablet is reproduced on this page. The present Rector is the Rev. C. H. T. Smith, through whose courtesy these photographs were taken by "Jay."





CANADA'S NEWEST HOTEL. The Bessborough at Saskatoon, which was recently opened by the Canadian National Railways. The impressive exterior shows how cleverly the chateau style of French Canada has been utilized architecturally in the development of a completely modern edifice. The magnificent new structure symbolizes the steady confidence in the future of the Canadian West.
—Photo courtesy C.N.R.

—Ports of Call

A NEW LINK IN THE WEST

BY F. E. D. McDOWELL

IT is a far cry from the old prairie hotel of half a century ago to the palatial railway hotels which now invite the traveler in Western Canada to be their guests. In the official opening of The Bessborough, a few days ago, this newest member of the chain of Canadian National Railways hotels, at Saskatoon, marks another milestone in the development of the West and of the Province of Saskatchewan in particular.

There are men and women yet living who can remember the coming of the railways to what was then the North-West Territories, and although the passing of time has thinned their ranks pathetically, yet the years have dealt gently with these pioneers of the old Western days. They can tell of the famous ox-carts bumping over old trails, of the clusters of wooden houses and stores which marked the settlements and of the old-time prairie hotel whose chief fixtures were the box-wood stove in the main public room and roughly boarded partitions, which gave a minimum of privacy but no protection whatever from disturbances which might occur in adjoining rooms. In summer the heat was oppressive, in winter the cold penetrating despite the roaring fires in the inadequate stoves. Rooms, like accommodation, were limited and guests frequently made the acquaintance of the billiard table as a substitute for bed during periods of rush when the pioneer hotel was taxed beyond its plain and ready capacity.

The opening of The Bessborough has rounded out the links of modern hotel accommodation in the larger cities of the plains. It has brought the same type of complete accommodation to the traveler in the centre of the prairies as he could obtain in any of the great cities of the East. As in Montreal, in Toronto, in Winnipeg, the same type of service can now be [illegible] in Saskatoon and the same [illegible] architectural excellence will charm his eye.

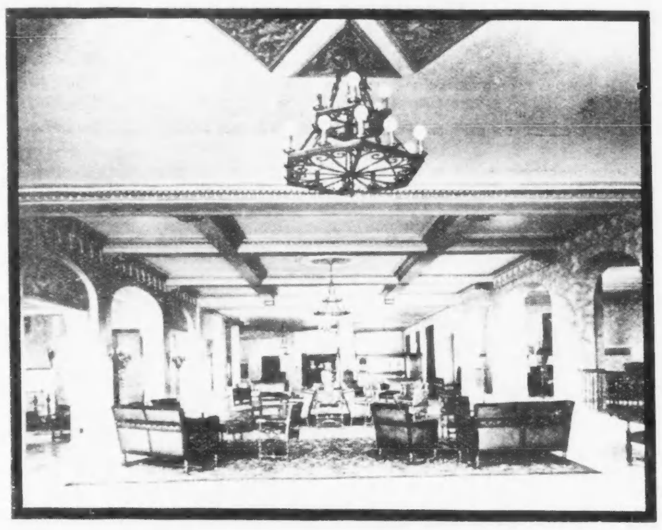
SPLENDID SITE

IN THE BESSBOROUGH the first great essential is to be found in its site. Set on the bank of the historic and mighty Saskatchewan River, a waterway which once was the main [illegible] highway of the prairies and gave to the Province its name, it is conveniently close to the heart of the city and yet also might be [illegible] for its restful seclusion. From this commanding position the hotel overlooks a peaceful scene, its own gardens, Saskatoon's fine bridges, the broad sweep of the [illegible] and a glimpse of the [illegible] which at sunset [illegible] in the light [illegible] of molten gold.

In its stately grandeur, rising nine stories to the roof, The Bessborough [illegible] French Renaissance [illegible] reminiscent of the days of the early French explorers, such as La Verendrye who roamed the uncharted plains as far westward as the foothills of the Rocky Mountains and traveled the turbulent surface of the Saskatchewan in his canoes. About the hotel is the grace and charm of the chateau type of building, which these early explorers knew so well in their ancient buildings of beloved Quebec. A touch of the romance of the old colony is brought westward to the trails they knew by the traditional towers of defence, used in The Bessborough purely for ornamental purposes of design but once very real and necessary in the New France architecture. These and other ornaments are carried out in Tyndall stone, whose grey-white color adds a pleasing note of contrast. In the skyline effect of the building something that was a pleasing memory of the homeland to these wandering French-Canadian explorers is to be found in The Bessborough. The tall chimney, the many slender dormers and the pointed cones of the circular towers complete the historic dignity of the scene, as only can be made possible by the development of the chateau design.

In all hotels, even in those of the primitive prairie type, the lobby is perhaps the most important room in any hotel. Here it is that the guest receives his first impressions. In its main lobby The Bessborough has been most successful. Its effect depends upon its large proportions, its fireplace, and writing rooms with broad windows. By confinement of the office, telephone and porters' desk in the south wing the lobby achieves an individualism which is attained in other public spaces within the building. The street entrance is a floor below and the travertine marble stairs and a bank of four elevators bring the guests to the lobby.

The character of the room has been dictated by the choice of decoration and furniture, which, through careful selection, give a sense of comfort and friendliness rather than ostentation and ornamentation. On one wall is a fine mural painting, depicting a scene in the days of the early French explorers. The south wing, off the main lobby, is occupied by the main dining-room, and the corresponding wing is given over to the banquet room. A notable feature is the fact that the kitchens are on the same floor, which ensures the best possible service. As in all public rooms, check rooms are adjoining.



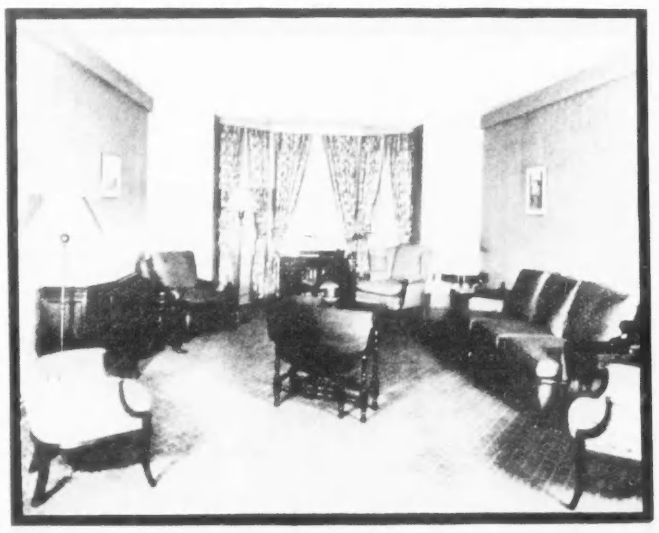
SPACIOUSNESS IS THE KEYNOTE of the arrangement and decoration of the rotunda in the new Bessborough Hotel at Saskatoon. Administrative offices are grouped both for convenience of guests and unobtrusiveness.
—Photo courtesy C.N.R.

MODERN EQUIPMENT

THE first floor is really the social floor of the home and the same atmosphere, effected through furnishings of friendliness and comfort, has been attained. In the area, directly above the main lobby, is the reception hall and perhaps the most striking room in the house is the ballroom. Here also are to be found the ladies' retiring rooms, the terrace lounge, convention halls and private dining-rooms.

The 250 guest rooms and suites likewise carry an atmosphere of comfort and home-like simplicity. The rooms are moderately large and as a result several innovations have been introduced, virtually eliminating the formalized bedroom environment. One of the most interesting and practical of these is a small vestibule, which serves as a buffer between the guest and public corridor, eliminating both light and noise. In it are placed the doors to the bathroom and clothes closet, thereby affording a much-desired privacy, permitting more space for the bedroom proper and making possible a more pleasing arrangement of the furniture. The latter is of mahogany finish, modern design, and all guest rooms have either twin, or double, beds, while each bathroom has both tub and shower. The seventh floor is entirely devoted to bed-sample rooms, most of the rooms being "L" shaped and thus offering the maximum of bedroom convenience and at the same time so designed that samples and goods may be displayed to the finest advantage. For guests who prefer a separate room for the transaction of business only, six sample rooms have been installed on the eighth floor, with display tables built into the walls.

Some idea of the magnitude of the furnishings required to equip The Bessborough can be gleaned when it is known that there are some 14,400 linear yards of 27-inch wide carpet on the floors and corridors of the hotel, exclusive of scatter rugs. Bedrooms, for example, use more than 32,000 linear feet. The beautiful rug in the dining-room is 1,680 linear feet. Corridors account for more than 2,000 feet; while the reception hall, a charming social centre of the hotel, has 2,100 feet of carpet. In the main lobby, off the dining and banquet rooms, there is 1,600 feet. The ladies' retiring rooms, the salon, foyer and corridor, the terrace lounge foyer and banquet room take up the balance of the carpet footage. All carpets are padded with quarter-inch felt.



COMFORT AND COLOR blend admirably in the furnishings of the new Bessborough Hotel. Here is a typical sitting room of one of the standard suites. —Photo courtesy C.N.R.

FOR THE INNER MAN

THE housekeeper of The Bessborough is the keeper of no mean stores. She must look after 3,000 bath towels, 800 bedspreads, nearly 700 dozen face towels and similar quantities of pillow slips, shower sheets and other articles of linen. She is also the custodian of such assorted wear as 720 dozen pearl buttons, 300 writing pads, the same number of waste-paper baskets, 2,000 coat hangers, 1,200 drinking glasses, gold buttons, inkwells, shower curtain rings and the thousand and one things required in the conduct of the day's requirements in a big hotel.

Another important factor behind the scenes of a modern hotel is the kitchen. In The Bessborough nothing is left to chance. Electricity, charcoal and coal are used for cooking purposes and the last word in equipment is to be found within the realm of the chef. Whether it be the main dining-room, the private dining-rooms, the banquet hall, cafeteria and private room service, so finely has the arrangement of the kitchen services been made that meals may be served without delay. By virtue of its large, well-planned kitchens the hotel is prepared to serve 1,500 meals a day during a convention period.

Indeed, by the opening of The Bessborough the Canadian National Railways have given in no uncertain way evidence of their faith in the future of Western Canada, and of its growth. When it is remembered that almost within the memory of living men, Indian tepees once stood at this juncture of the Saskatchewan River, later to be followed by the crude dwellings of the remote pioneer beginnings, throughout the years to grow into the thriving city of Saskatoon, it requires no seer to peer into the future to see a further development, wherein a mighty prairie metropolis of the years to come will rear its edifice upon the growth of today, as those of the present generation have builded so well upon the structures of the past. The Bessborough is one of the great modern structures reared today but symbolical of the greatness which is Saskatoon's in the time to come.

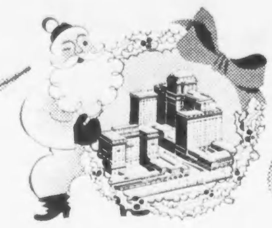
BERMUDA - WEST INDIES
Cruise now by the LUXURIOUS "Lady" LINERS
From HALIFAX or BOSTON
The last word in passenger steamers for tropical travel and the largest vessels in regular all year service between Canada, U.S.A. and British West Indies.
Mountainous JAMAICA
$160 up ALL EXPENSES Sightseeing Extra 19-22 days
Lengthy stays at BERMUDA and NASSAU. Two and a half days hotel in JAMAICA. After Dec. 26, rates $175 up.
BARBADOS-TRINIDAD or BRITISH GUIANA
$215 up ALL EXPENSES Sightseeing Extra 30-33 days
Via BERMUDA, ST. KITTS, NEVIS, ANTIGUA, MONTSERRAT, DOMINICA, ST. LUCIA, ST. VINCENT and GRENADA.
First class outside rooms, unsurpassed cuisine, organized entertainment, out-door bathing pools, ship's West Indian orchestra, perfect personal service.
Vagabond Cruises by "Colborne" and "Chomedy" from Halifax to Bermuda, West Indies and British Guiana—30 days—$155, including meals.
REGULAR SERVICES
Canadian National "Lady" Liners also operate regular services to and between Bermuda, Nassau, Jamaica, the Leeward and Windward Islands, Barbados, Trinidad and British Guiana.
CONSULT YOUR TRAVEL AGENT
CANADIAN NATIONAL STEAMSHIPS
Room 301, 6 King St. W., Tel. WA. 7811

BASK in .... winterless JAMAICA
It's winter flannel weather in Jamaica ... sunny island of the sparkling Caribbean ... where towering mountains rise from sandy strands.
JAMAICA

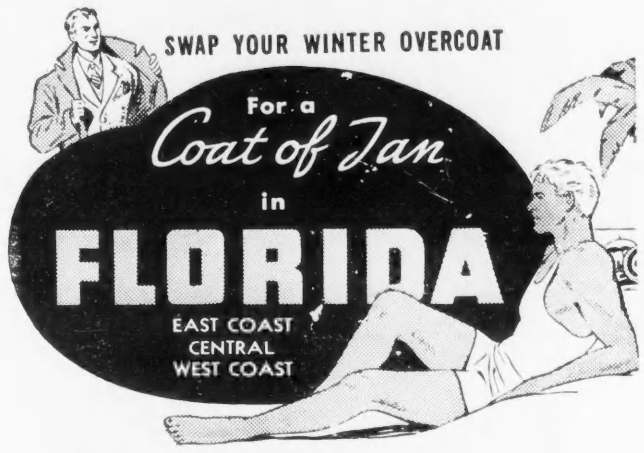
Nestle the BLUE MOUNTAINS of JAMAICA
CONSTANT SPRING HOTEL
Jamaica, B.W.I.

Florida
EMPIRE OF SUNSHINE
HAVANA NASSAU SOUTH
FROM WASHINGTON DAILY
Florida Special
Gulf Coast Limited
The Miamian
Havana Special
Palmetto Limited
Atlantic Coast Line
The Standard Railroad of the South

Mothersills
MOTHERSILL'S SEASICK REMEDY
STOPS TRAVEL SICKNESS by SEA, AIR and TRAIN



OUR
Christmas Greeting
HAS A SANTA CLAUSE IN IT
WHAT we want most for Christmas is to give you a merry family holiday at Chalfonte-Haddon Hall. Santa will be here to cram the kiddies' stockings, leave gifts for the grown-ups, and trim the towering Haddon Hall tree.
We've gone him one better by planning a week of gay surprises and by cooking up a Christmas Dinner such as Santa himself might covet. You can work up an impressive appetite golfing, cycling, riding horseback.
Come down in time to see the Boardwalk on Christmas Eve: it's a jolly, brilliant spectacle. Then you'll be here for the carol singing round our tree on Christmas morning. Bring the family and stay the whole week. Ocean decks, game rooms, dances, concerts, and special holiday entertainments. Skating and ice hockey.
$7 up at Chalfonte, $8 up at Haddon Hall, single, American Plan. $5 up at Haddon Hall, single, European Plan. Special weekly rates.
LEEDS AND LIPPINCOTT COMPANY
Chalfonte-Haddon Hall
ATLANTIC CITY



SWAP YOUR WINTER OVERCOAT
For a Coat of Tan in FLORIDA
EAST COAST
CENTRAL
WEST COAST
Spend a Winterlude in the Land of the Sun. And take this travel tip: *take the train, avoid the strain:* don't waste two or three days of your limited vacation time en route.
The Southland
Lvs. Detroit (Wab. Ry.) 12:15 Midnight
(Sleepers Open 10:00 P. M.)
Lvs. Ft. Wayne (P. R. R.) 2:25 A. M.
Lvs. Cincinnati (L. & N. R. R.) 7:45 A. M.
Early morning arrivals at many Florida points. Several hours faster than previously to the West Coast.
Through sleeper daily Detroit to St. Petersburg. Through sleepers daily Ft. Wayne to Tampa, Sarasota, Jacksonville, Miami and East Coast points; 4 days a week to Fort Myers, 3 days a week to Sebring. Observation car, dining car and coaches.
The Flamingo
Lvs. Cincinnati (L. & N. R. R.) 8:50 P. M.
Through sleepers Cincinnati to Jacksonville, Miami and East Coast points. Observation car, dining car and coaches.
TRAVEL BUDGETS GO FURTHER when you take an all-expense tour. Ask the L. & N. representative listed here.
Ship your auto for 3.6c per mile when two passengers travel at regular fare
For reservations, literature, etc., write or call on
TYNDALL BALL, Traveling Passenger Agent, 604 Transportation Bldg., Detroit, Mich.
L&N
LOUISVILLE & NASHVILLE R. R.

Insist on these
PRICELESS TRAVEL INGREDIENTS
Gold-washed days of fun, pleasure and adventure. Star-spangled nights of rest and recreation—on the Pacific—Japan bound. Deck sports, tennis, golf, quoits, traps, etc. —or leisurely loafing in the sun—on modern motor ships. Magnificent staterooms, public salons, impeccable service. Excellent cuisine . . . a priceless prelude to a trip to Japan.
JAPAN, CHINA, the PHILIPPINES
Stop-over at Honolulu
LOW ROUND-TRIP FARES
from San Francisco and Los Angeles
First Class $542 up — Cabin Class $437 up
Second Class $332 up — Tourist Cabin $236 up
Also from Seattle—Vancouver direct to Japan.
25 Broadway, New York, or Cunard White Star Line, Bay and Wellington Sts., Toronto, Ont., Canada.
Consult your local tourist agent. He knows.
N·Y·K·LINE
(JAPAN MAIL)

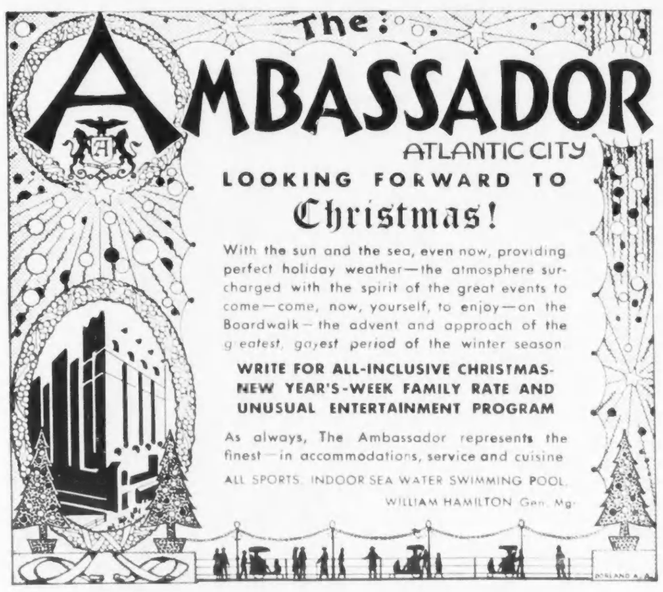
PERFECT HELEN'S POSTURE
Name and Trade Mark Reg'd
An Opportunity to Buy
"FITTING" Gifts
for Christmas, at
Helen's
Annual STOCK TAKING Sale

Higher Chic
One-piece Foundations. Regular value $15.00 and up, for
$9.95
Other models from
$2.95 Up
350 YONGE ST. AD. 1819 — 364 DANFORTH AVE. GE. 6483 — 191 YONGE ST. EL. 2572
"Specialists in Figure Care and Correction"

THE SORENO
One of Florida's finest American plan hotels. On Tampa Bay. 300 rooms. Pleasant social life. All outdoor sports. Booklet.
Soreno Lund, Jr., Mgr.
ST. PETERSBURG - FLORIDA

COMMUTE—over-night—
between Business and Golf
Pinehurst is over-night from New York. Finest golf courses in the South. Perfect grass greens. Riding. Trapshooting. Dry healthful climate. A community of pleasant companionships. Moderate rates. For information or reservations write General Office, Pinehurst, North Carolina.
The Carolina now open.
AMERICA'S PREMIER WINTER RESORT
Pinehurst
NORTH CAROLINA

Why not spend this Winter at
Hobkirk Inn CAMDEN S.C.
HEART OF THE SOUTHERN HORSE COUNTRY
EXCELLENT GOLF
QUAIL HUNTING
WONDERFUL CLIMATE
Nov. to May H. G. MARVIN



—*London Letter*

TWO SHILLINGS

BY P. O'D.

Dec. 2nd.

NOW that the National Government has ridden home in triumph, with its bottle-scarred veterans in sherried ranks all about it, and now that we are getting on towards Christmas and the general confidence and cheerfulness which that blessed season is supposed to inspire, the country is faced with the pleasant possibility of a coal strike. That, I suppose, is just in case we should get too darn cheerful.

We haven't had a coal strike since 1926—the coal strike which became a general strike, and ended in cataclysmic failure. And perhaps we won't have this strike. Nobody wants it, not even the miners themselves, though they have voted for it by an overwhelming majority—unless their demands are met. And at present there seems very little chance of the industry being able to do that.

Not that the demands are unreasonable. They are not. They are, in fact, almost pathetically modest. The men ask for an increase of two shillings per shift, a shift being practically a day's work. As the present average over the whole country is a little over nine shillings per shift, and the present weekly pay is about forty-five shillings, for all that hard and dangerous work, the increase demanded seems little enough.

The truth is that the miners of this country are miserably underpaid. Unfortunately, it is also true that the industry, as at present organized, cannot afford to pay them any more. As at present organized!—that is one of the crucial points. The miners say that, if the industry were organized on modern and scientific lines, it could pay them a proper living wage. The owners say that reorganization would be difficult, expensive, slow, and would make very little difference. It is foreign markets that are wanted, and no amount of reorganization can create those. So there we are, with both sides in the right, and both prepared to hang on like grim death, unless. . . But what is that large, soft, woolly creature gazing at them in terror through the bushes? It is the poor old British public, trembling in the horrid conviction that it is once more about to be shorn. And it is. Make no mistake, it is. Someone has obviously got to pay, and there is no one else. One way or another, it always does. That's what it is there for, just as turkeys, in the approaching festive season, are there to be beheaded—all for the promotion of peace and goodwill on earth! It is a kind of mission.

TREASURES OF CATHAY

HOW much pleasanter life must have been in Cathay! No, not China. China is a wretched, tumultuous country, full of war lords and famines and Japanese engaged in the great game of introducing civilization with bombs and bayonets. But Cathay! Ah, that was the place where the emperors were poets, and sloe-eyed maidens looked out singing from their porcelain towers, and even the farmer boys went out to the fields with harps in their hands, and all life was a thing of melody and charming pattern. At any rate, that is how it looks on the lovely bowls and vases they used to make in those distant days.

We are being given some delightful glimpses of Cathay just now, for there is a wonderful exhibition of ancient Chinese art on at Burlington House—such an exhibition as is not seen more than about once in a lifetime, if so often. It has been gathered together from the treasure-houses, public and private, of three continents, and its value. . . But let us not talk about money! It is vulgar and meaningless, for most of these things are simply not to be bought. They are beyond price, as it is right that supremely beautiful things should be.

There are bronzes and jades, some of them about five thousand years old, and paintings and statues and embroideries, and, of course, porcelain of almost every dynastic period, "Han" and "T'ang" and "Sung" and "Ming"—and all lovely in their various ways. What craftsmen were these artists of ancient China! How perfect their dexterity, and how unerring their sense of design!

They had as much scorn of mere representation as your most rabid modernist. But the patterns they sought for and found were significant and were beautiful; and there are very, very few modern artists for whom any such claim as that can be made. In fact, this is a good exhibition for Cubists and Vorticists and all the rest to keep well away from. It would probably make most of them feel that they ought to take jobs as dustmen or stevedores. Not that that is such a bad idea!

There is just one crab to this exhibition, and that is an inevitable one. Nearly all the exhibits, except those whose size and weight make them safe, are in glass cases. And husky guardians hover thoughtfully about, for fear one's enthusiasm should cause one to do anything regrettable. It is sad, because there is just one way to enjoy and appreciate a beautiful vase, for instance, and that is to take it in one's hands. A vase in the hand is worth a dozen in the case. But it just cannot be done, and so one must be satisfied with mere peering. But even that is eminently worth while.

SUGAR LOAF PRESERVED

WHEN I was down in Wales a few weeks back, I went for a stroll on the Sugar Loaf, just outside the town of Abergavenny. I didn't climb it, because there is no real climbing to be done. I just walked up to it, though it is considerably over two thousand feet high. I could have pushed a pram up it, if I had had a pram and any particular reason for wanting to push it up. It is really one of the nicest and most flattering mountains in the world.

There is a bit of a grade, of course, but nothing to worry the most elderly and obese. You simply go strolling along a lovely, wide path of perfect turf, and after a while you find yourself on the top, with superb views in every direction. It is mountain-climbing without tears—either the kind you cry, or the kind you tear in your clothes. You could do it in a top-hat and spats.

Now this lovely and most friendly mountain has been presented to the National Trust by Lady Rhondda, to be preserved forever as a beauty spot and as a memorial to her father. It was a great favorite of his. Whenever he felt a bit tired or in need of air, he used to drive out to the foot of it, and walk briskly to the top. So that nobody could take it away, or do anything unpleasant with it, he bought it.

That is one of the nice things about being a multi-millionaire. You can gratify these little whims. And your family can afford to bestow the property on the nation afterwards, which is even nicer. In fact, it is a habit which we hope more and more of our plutocrats will get into. It will do a lot to offset the nefarious activities of the jerry-builders—and a lot also to reconcile the general public to the building up of immense fortunes.

DIVERTING THE WALBROOK

EVERY now and then engineers engaged in sinking the deep foundations for large buildings come on one of the little rivers which used to flow openly across London to the Thames. Those little rivers are now discreetly hidden away underground. In fact, most of them perform the useful, if unromantic, function of large sewers.

There is the Fleet Brook, for instance, which gave its name to Fleet Street, and which used to run from the heights of Hampstead down across Holborn to the Thames near Blackfriars Bridge. Another ran the length of Sloane Street, and is still to be seen in Sloane Square Station as a huge, ungainly steel tube stretching across above the tracks. And one of the most famous is the Walbrook in the city, which has probably given more trouble than any of the others, as so many big modern buildings have been erected along its course.

Just at present the engineers engaged in building the extension of the Midland Bank in Poultry—across the way from the Mansion House, and surely the oldest name imaginable for an important financial thoroughfare—are faced with the problem of diverting this ancient stream, which is doing its best to flow through the new premises.

Diverting even a quite modest stream, when it happens to be forty feet or so below the surface of one of the most important centres of London, is a job that takes a good deal of thinking over. And not only for the people who are putting up the new building—or putting it down, to be more exact. Their next door neighbors have also something to think about. If they were to come down to the office some morning and discover that the Walbrook had been diverted into their basement—well, "diverting" would hardly be the word to describe the situation.

However, the engineers can probably be trusted. There is impressive talk of steel sheet piling being driven down, and then lined with concrete walls, so as to form a sort of watertight raft, in which the new building will float—but they can hardly mean that. Banks are not supposed to go in for floating—except perhaps a nice little gilt-edged loan now and then. But neither are they supposed to let water get into the stock. Anyhow, everything will, no doubt, be quite solid and secure, and also dry, when the engineers have got through with the job.

It won't be the first time the Walbrook has been diverted. In fact, the poor little river has had a very trying time of it, being continually chivvied about by new buildings. It is a wonder that it consents to go on flowing at all. It certainly can't get much fun out of it, mucking around down there in the dark. Perhaps it is dreaming of the day when Mussolini or someone will come along and blow London up and give it a chance again. After all, it did see a good deal of the ancient Romans once upon a time.

• •

TRAVELERS

Sir John and Lady Child of London, England, who are the guests of the latter's parents, Mr. and Mrs. Hugh Mathewson, in Montreal, are remaining until the end of January.

Lieut.-Commander J. R. Roy has been transferred from Esquimalt to Greenwich, England, and with Mrs. Roy, has left Victoria, B.C., en route east. They will visit in Montreal and Ottawa prior to sailing from Saint John by the Duchess of Bedford on January 3rd.

Mrs. David Fraser has returned to Lancaster, Ont., from a visit with Lady Stavert in Montreal.

Mr. Justice Kingstone, Toronto, has sailed for England to be present at the marriage of his daughter, Miss Kathleen Kingstone, to Mr. Simon Wingfield Digby, which is to take place on January 8th in St. George's Church, Hanover Square, London.

Mrs. Blair Birkett of Liverpool, England, who is the guest of her parents, Mr. and Mrs. H. A. K. Drury, in Ottawa, is returning to England on January 10th.

The Hon. Randolph and Mrs. Bruce, of Victoria, B.C., who have been the guests of Miss Van Horne in Montreal, have sailed [illegible] Richmond, to spend Christmas with Mrs. Bruce's son, Mr. William Van Horne and Mrs. Van Horne, in England.

Mrs. Frank [illegible] Fairweather and her daughter, Miss [illegible] Fairweather, have returned to Saint John, N.B., after spending several months in England and on the Continent.

Mrs. Hampton [illegible] has returned to Toronto from a visit with her niece in Harrisburg.

Sir James and Lady Dunn, who have been guests of Mr. and Mrs. W. R. G. Holt, in Montreal, are sailing from New York on their return to London, England.

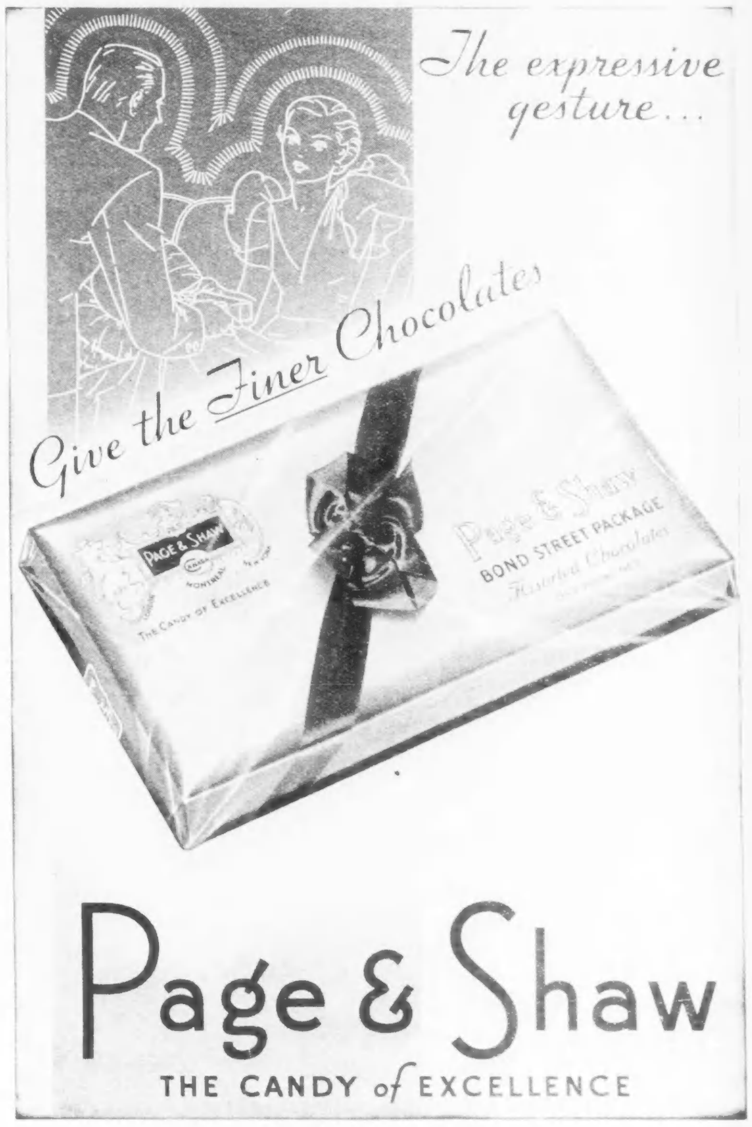
Sir Frederick and Lady Williams-Taylor, of London, England, who have been visiting in Montreal and New York, have sailed for their winter residence in Nassau, the Bahamas.

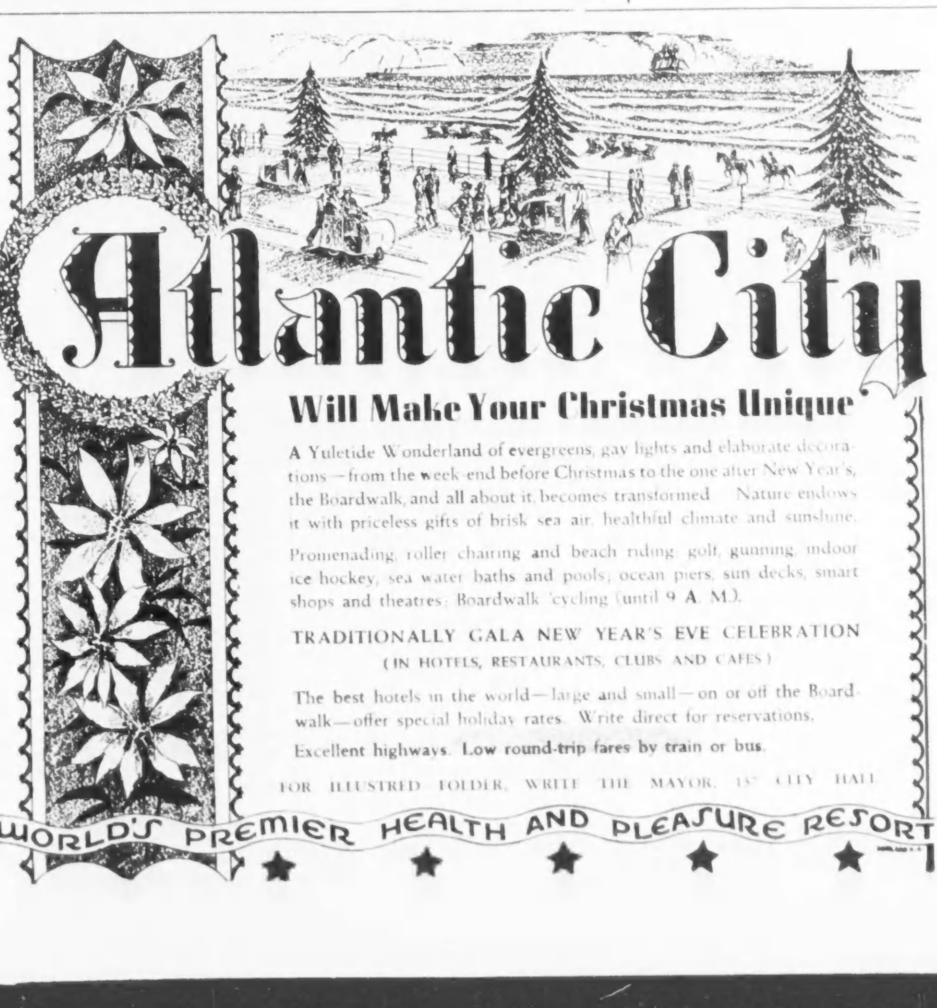
The Viscountess Byng of Vimy is spending the winter at her London home, Bryanston Square.

Commander and Mrs. H. T. W. Grant and their little daughter are leaving Ottawa shortly after Christmas for England, where Commander Grant will be on service with the Royal Navy.

Mr. and Mrs. John Wallace Eaton of Toronto, have been guests at the Belmont Manor and Golf Club, Hamilton, Bermuda.

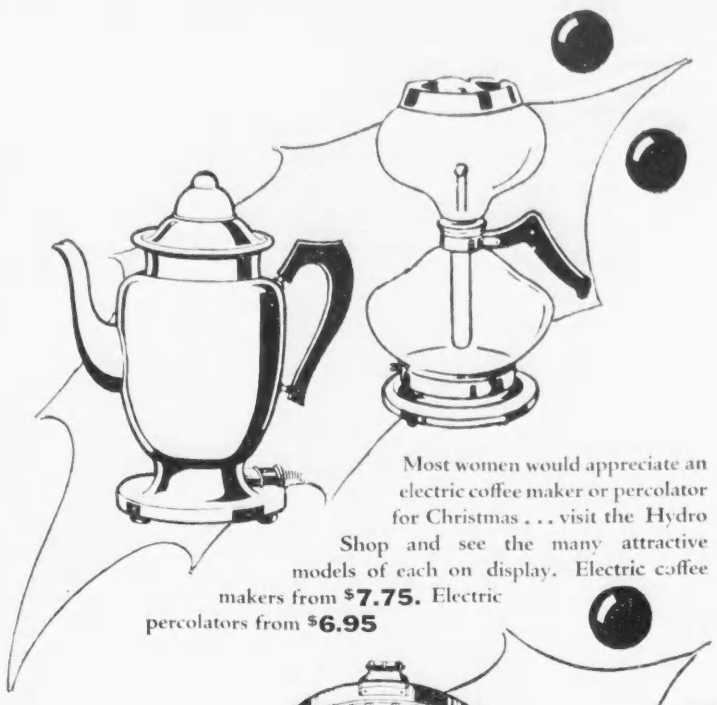
Lieut.-Commander and Mrs. R. E. Bidwell and their three children have left Ottawa for Halifax, N.S. Captain Bidwell has been placed in command of the destroyer "Champlain."



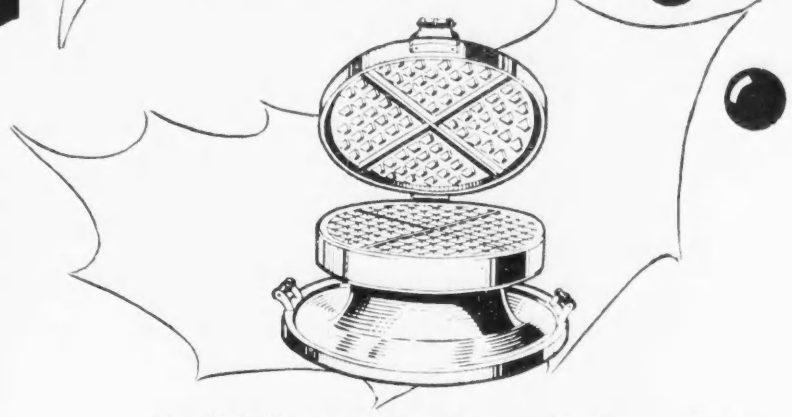


Make the whole family Merry this Christmas

MAKE THOUGHTFULNESS the keynote of your Christmas giving. In the Toronto Hydro Electric Shop are many electrical appliances that make ideal gifts. By their very usefulness, they bring to the recipient true happiness and appreciation of your thoughtfulness. There are electrical appliances to make every one in the family merry this Christmas.

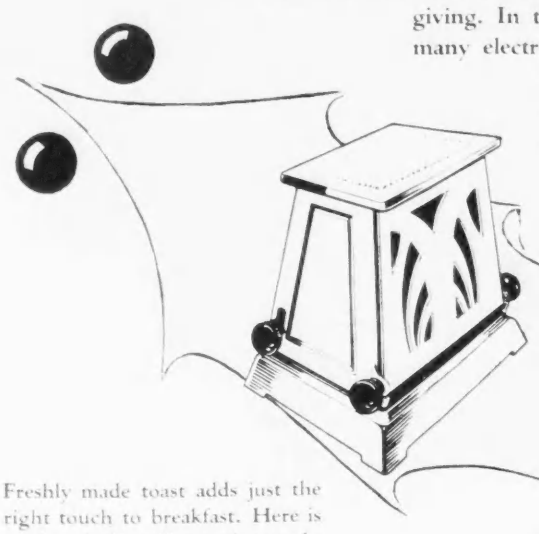


Most women would appreciate an electric coffee maker or percolator for Christmas . . . visit the Hydro Shop and see the many attractive models of each on display. Electric coffee makers from **$7.75.** Electric percolators from **$6.95**

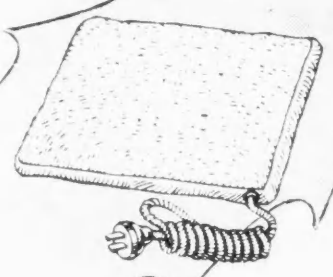


Everybody likes fresh waffles and syrup. An electric waffle iron makes a fine gift. A variety of models in many sizes from **$6.95**

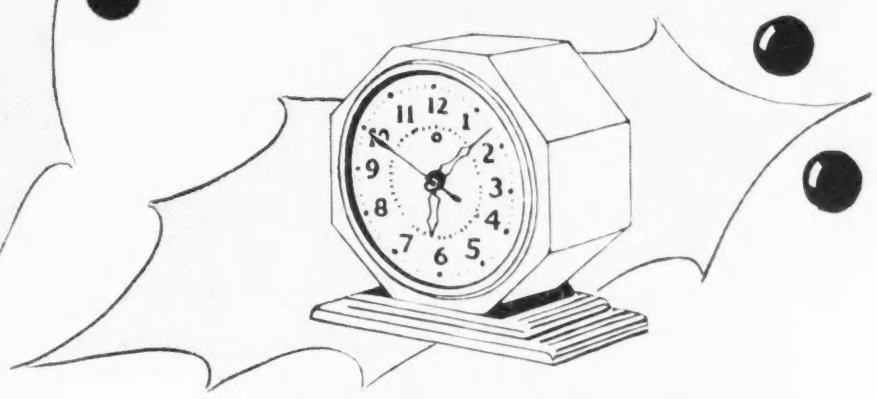
Take a look at the combination sandwich toaster and waffle iron. A real gift for anyone who entertains.



Freshly made toast adds just the right touch to breakfast. Here is an electrical appliance that ranks high as a Christmas gift. Many models to choose from including the Automatic toasters. Automatic toasters are priced from **$14.95** Non-automatic from **$1.95**



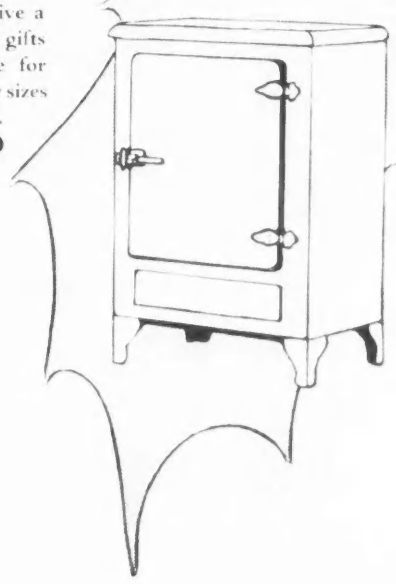
There are many uses in the home for an electric heating pad. This welcome gift is available in different styles and a wide choice of colourings. From **$4.95**



There should be a reliable clock in every home. Electric time is correct time. In the Hydro showrooms are electric clocks for the bedroom, kitchen and living room. Here is a gift that will be appreciated by the whole family. Attractive models from **$6.45**

Every woman would appreciate a modern electric range. Cooking is so much easier and results so certain with an up-to-date range. Pleasingly designed, a new range will enhance the appearance of the kitchen. Priced from **$69.50**

Ask any housewife who has an electric refrigerator which appliance she would miss most. The answer . . . "My electric refrigerator" . . . should give a clue to one of the finest gifts you can put in the home for your wife or mother. Many sizes and styles to choose from. Priced from **$90**



Include a visit to THE HYDRO SHOP

while doing your Christmas shopping. In addition to the attractive gifts shown above there are many displays that will be sure to help you solve your Christmas gift problems.

LIGHT UP THIS CHRISTMAS

Make this a brighter Christmas. Visit the Hydro Shop and purchase a set of the brilliant and decorative Christmas tree lighting sets on display.

ASK TO SEE the attractive outdoor sets that will give your home a real gala appearance.

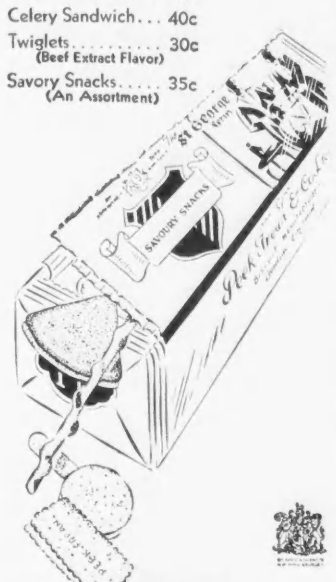
TORONTO HYDRO ELECTRIC SHOP

STORE HOURS:—FRIDAY, DECEMBER 20th and MONDAY, DECEMBER 23rd to 9 P.M.
SATURDAY, DECEMBER 21st to 5 P.M. and TUESDAY, DECEMBER 24th to 6 P.M.

14 CARLTON STREET **TELEPHONE AD. 2261**

FOR SERVING WITH
COCKTAILS

Regal Flip 40c
(Anchovy Sandwich)
Cheddar Sandwich 40c
Celery Sandwich... 40c
Twiglets..... 30c
(Beef Extract Flavor)
Savory Snacks..... 35c
(An Assortment)



PRODUCTS OF
PEEK, FREAN
& COMPANY, LIMITED,
37R LONDON, ENGLAND
"MAKERS of FAMOUS BISCUITS"

SPECIAL LOW FARES TO
California

from TORONTO
$142.90
Good for 12 Months

●Recapture summer with its glorious warmth and color.

Palm-fringed golf courses, broad beaches, and delightful accommodation await you in this land of blue skies. Here is rest or recreation, an ideal climate for your Winter Vacation.

Choose your own route. You may include the Canadian Rockies and Vancouver in one or both directions at no extra cost.

Ask also about Round Trip excursion fares and limits for tickets good in (a) tourist sleeping cars and (b) coaches.

Full information from any agent

CANADIAN PACIFIC · CANADIAN NATIONAL

NEVER TASTED BETTER
Coffee!

Have *you* discovered the change in Kaffee-Hag Coffee, since Kellogg spent a million dollars improving it?

Nothing but the finest Brazilian and Colombian coffees go into it. Nothing less than the highest standards of blend and roast. 97% of the caffeine out by a new process. Flavor retained intact. Result: a fragrant, delicious coffee. Few but expert coffee-tasters know it's any different.

Forget, if you like, its known health benefits. Just judge present-day Kellogg's on its coffee goodness alone.

Try it on your family. Hear them say, "Never tasted better coffee!"

Vacuum packed. Buy Kellogg's Kaffee-Hag Coffee from your grocer. Satisfaction guaranteed, or your money back.

KELLOGG CO., London, Ontario
Please send me a can of Kellogg's Kaffee-Hag Coffee (97% caffeine free) and booklet. I enclose 15c in stamps.
SN-12-35
Mr.
Mrs.
Miss
Street
City Prov.

THE DISTAFF SIDE

BY MARIE CLAIRE

A MAN with a bugle he couldn't play rendered *Hark! the Herald Angels* under our window in the snowy dark last night. We hearkened, but heard no angels. On Browning's theory, however that all service ranks the same with God, we gave him money and encouraged him to move on. What a pity, we thought sadly, there goes a man who has probably never heard that lovely tune.

Carols and some of the famous Christmas music like the Pastoral Symphony and the Bach Chorales are things we feel should be offered to the nursery as early as Mother Goose. Carols have every bit as much twinkling charm as any ordinary nursery rhyme and a good deal more than most. Children invariably adore them, and certainly sing them better than anyone else.

It has been our good luck for several years past to attend the annual Carol Service at one of the big preparatory schools for boys. It is a gay affair, the fact that it marks the close of term and the beginning of the winter vacation not detracting from its cheer for the participants. Our invitation this year was tentatively proffered, due we suspect to the family songster's fine baritone notes having developed an alarming way of switching over unexpectedly to a piercing soprano. The presence of relatives at such a time we know is never helpful. But we wouldn't miss it any more than he would.

Two hundred boys' voices raised in the Latin magnificence of *Adeste Fideles* have an amazing power to lift the heart. The high, clear, sexless quality of boy sopranos is of course incomparable in Carol singing, where passion is out of place and a rollicking simplicity essential. They will sing *God Rest You, Merry Gentlemen* and *The First Noëell*, and others more obscure, like *The Five Joys of Mary*. We wish they might add this which we came across the other day and offer to our readers as the Christmas Carol we'd like to send them on a Christmas card, if we knew them all by name. It is by Peter Warlock. I like to think it is Irish, and it's called

THE FIVE LESSER JOYS OF MARY

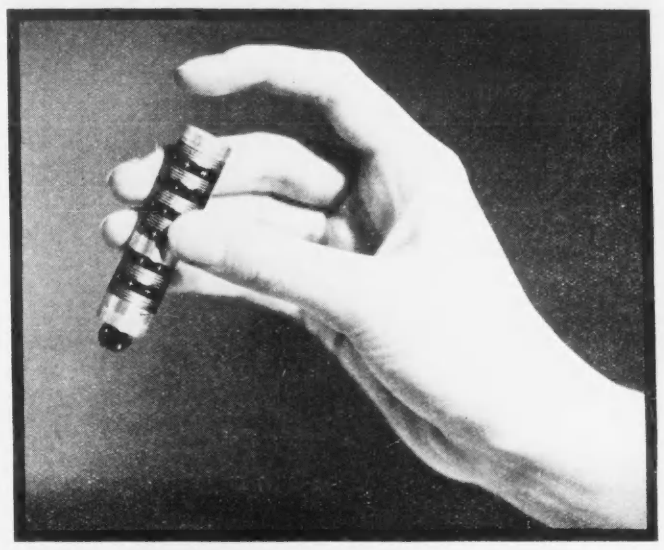
When Mary lay fretting that night in the cold
For Jesus, the young Lad, and Joseph, the old,
The ass and the oxen drew near for to warm
The young Lad and old man to keep them from harm.

When Mary lay thinking that night in the hay
What little thing she would give Jesus for play,
His Father in Heaven hung out for a toy
The Star, and young Jesus He carolled for joy.

When Mary was sad for the Babe at her breast,
To see the poor clouts in which He was dressed,
Then the three Kings in velvet came in to adore
The poor ragged Infant and knelt on the floor.

When Mary was sick in he heart with the fright
On the morning that Jesus strayed out of her sight:
O glory! she found Him, so meek and so mild,
Confounding the doctors, the poor little child.

When Mary, heart-broken, on Calvary's hill,
Saw Jesus droop over and lie very still,
She thought of the good times they had long ago
When he'd droop in her arms and she'd sing Husheen-lo.



A NEW AND CONVENIENT WAY to carry and apply perfume, "Petit Pat" by Ciro. The precious perfume cannot leak out, but when the bottom of the container is lightly tapped it comes out drop by drop. In burnished silver metal and enamel. From Birks-Ellis-Ryrie.

IN THE pages of smart current magazines there constantly appear photographs of a brisk little black-eyed woman of considerable age but decidedly chic. *"Lady Mendl—Elsie De Wolfe—at her desk"* . . . *Elsie De Wolfe returns on the Normandie"* . . . and so on. Advertisements which could teach Tiffany a thing or two in restraint turn up here and there. . . . *"Elsie De Wolfe—Interiors"*. But ask a Canadian just who *is* Elsie De Wolfe, and you are very apt to draw a blank.

This ignorance has lately been enlightened, and by the person best qualified to do it, Elsie De Wolfe herself. "After All," her autobiography published by Harpers, is not literature, but to quiet stay-at-home bodies like ourself it is a vastly entertaining book.

If you are at all interested in the modern development of the art of Interior Decorating you must read "After All." Miss De Wolfe was born in New York but credits Canada with her background, Wolfeville, Nova Scotia, taking its name from her father's people. She went to school in New York and then in Edinburgh among her mother's relatives. She came out in London in the '80's came back to New York and through private theatricals and a developing friendship with Elizabeth Marbury a "dramatic broker" went on the stage. In between, she and Elizabeth bought old houses and did them up and when the committee of the newly built Colony Club in New York wanted help with the furnishings they turned the matter over to Elsie De Wolfe. It was her first big job and so successful that she turned to Interior Decorating as her life work. It is interesting to read how she anticipated the modern mode. Way back in 1907 she was using Zebra striped upholstery with white velvet rugs, making doors of mirrors and throwing chintz about extensively. You will want to read of her own house, the *Villa Trianon* at Versailles, her war experiences and her parties. If the people she is most impressed by are not the people that impress you, it must be remembered that there are differences of taste as there are differences of opinion. After all, if your mother asked you when you were measuring a tapestry, where you learned so much about measure and proportion, you would probably not answer, "I guess it must have been in my heart." But that's the only answer Elsie De Wolfe is able to find—she says so herself.

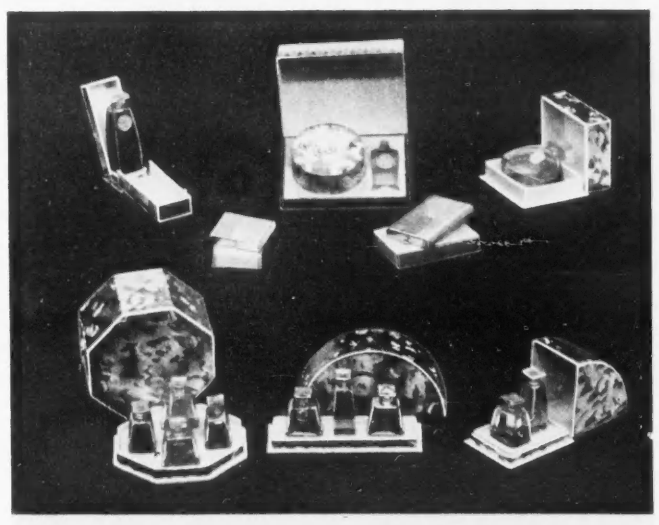
"APRIL VIOLETS" and "FRAGRANCE" are two of Yardley's loveliest odeurs. They are set on bakelite bases that prevent tipping. Also shown in the silver loose powder compact and a square compact with rouge and lipstick.

SHE SHALL HAVE BEAUTY wherever she goes—if she is accompanied by Elizabeth Arden's beauty kit shown above. As can be seen, it has every conceivable make-up necessity in addition to four jars of cream. Also shown, the bath duo of dusting powder and soap.

WE ARE pretty shamefaced about it but bound to confess we don't read detective stories with any pleasure. We once loved Sherlock Holmes with all our girlish heart but the inextricably involved plots and tangled clues of the modern crime novel leave us right at the post. The solution is never the surprise its author intended, not because we guessed it. O dear no, but because from our point of view anybody might have committed the foul deed, and it mildly astonishes us to find everyone isn't guilty.

Perhaps this very stupidity is what turns us with such fervent interest to lawyers' stories of their criminal cases, Marshall Hall's Life, and books like that. Here one gets everything in such simple reverse order. First, the hanged criminal, then the story of his trial, followed by the crime and what led up to it.

"Who Said Murder?" by Charles W. Bell, K.C., is very easy reading for those who like this sort of thing. It deals with four "Causes Célèbres," each front page news in Canadian papers within the last few years. Here is the inside story of the Niagara Falls Motor Mystery, the Rockland farm murder, the Smith's Falls Pratt case, besides a résumé, to date, of the Labatt Kidnapping. But perhaps you read the newspapers and know all about all these. Mr. Bell knows a good deal, too.

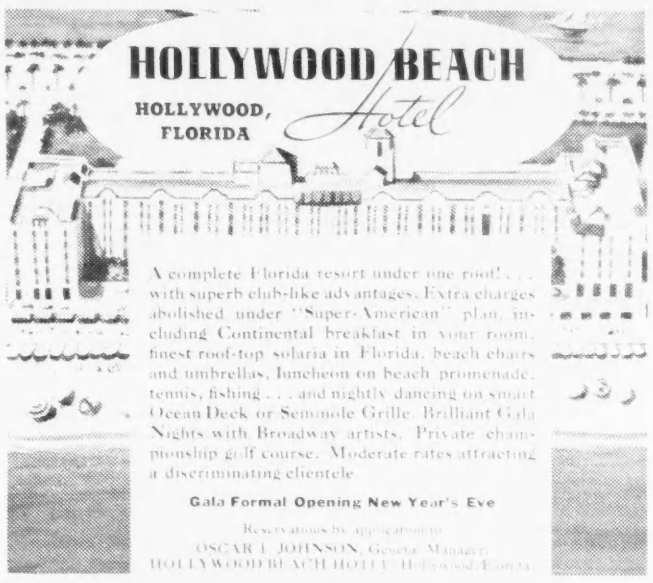


MONSIEUR COTY offers a wide variety of perfumes and toilet waters in enchanting Christmas groups, in addition to his new compacts and face powder and perfume duets

Medicated with ingredients of Vicks VapoRub

FULL 2¼ OZ. ONLY 15¢

HOLLYWOOD BEACH
HOLLYWOOD, FLORIDA
Hotel



A complete Florida resort under one roof! . . . with superb club-like advantages. Extra charges abolished under "Super-American" plan, including Continental breakfast in your room, finest roof-top solaria in Florida, beach chairs and umbrellas, luncheon on beach promenade, tennis, fishing . . . and nightly dancing on smart Ocean Deck or Seminole Grille. Brilliant Gala Nights with Broadway artists. Private championship golf course. Moderate rates attracting a discriminating clientele.

Gala Formal Opening New Year's Eve

Reservations by application to
OSCAR J. JOHNSON, General Manager
HOLLYWOOD BEACH HOTEL, Hollywood, Florida

SUNNY ST. PETERSBURG FLORIDA

- - for Health and Happiness - -

ST PETERSBURG, the beautiful Sunshine City of Florida's Gulf Coast, again invites you to come south for a wonderful winter in America's tropics.

Come to this "place in the sun" where life is more delightful. The gay winter season is under way. Thousands of people are already here, playing outdoors in the sunshine, having a glorious time. A great program of sport, recreation and entertainment has been planned. Everything is ready. The skies are blue. The birds are singing. The flowers are in bloom. Pack up and come!

Life is good in sunny St. Petersburg. You will like this friendly city and its pleasant, healthful climate. Accommodations—hotels, apartments or homes—are plentiful, and at rates to fit every purse. Plan to come early and stay late.

FREE BOOK
MAIL COUPON

Mail this coupon today for free illustrated booklet.

J. N. DEARBORN, Secretary
Chamber of Commerce,
St. Petersburg, Florida.
Please send me your St. Petersburg booklet
Name
Address

THE SUNSHINE CITY OF FLORIDA'S GULF COAST

Beauty for Blondes
"Camomile" Shampoo makes blonde hair gloriously golden and silky soft, loveliness to marvel at. Purely herbal and free from bleaches or chemicals. Brunettes should use Evan Williams "Ordinary". Sold everywhere.
Famous for 36 years. Used by pretty women the world over.
EVAN WILLIAMS SHAMPOOS
KEEP THE HAIR YOUNG

The **BELLEVIEW**
BILTMORE
BELLEAIR, Fla.
Accepted as one of America's really fine hotel properties. A magnificent location on Florida's golden Gulf Coast. Moderate rates—with these fine features:
Two golf courses . . . among the finest in all Florida.
Private dock and yacht basin.
Enormous swimming pool.
Treasure Island, with its smart cabana colony.
Cottages . . . serviced by the hotel.
Facilities for all land and water sports.
OPENS JAN. 10
[illegible]

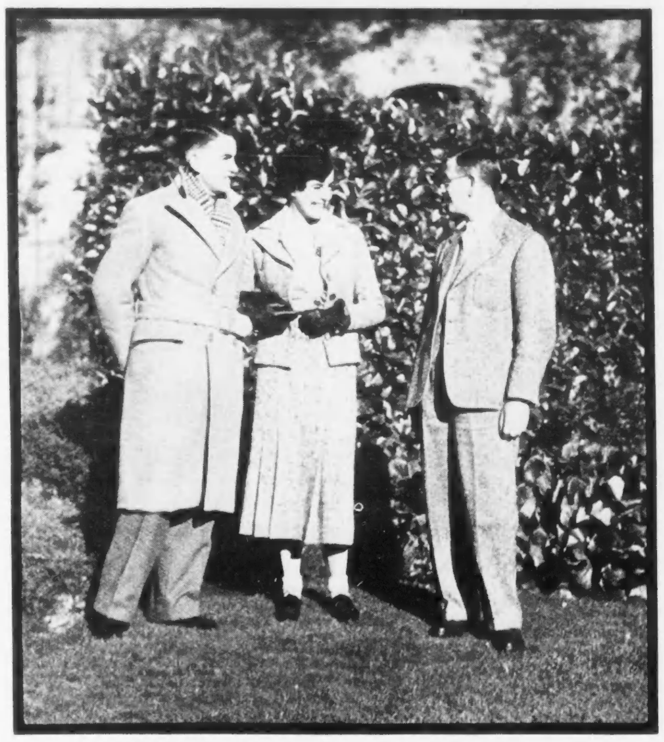
Opens Dec. 22
[illegible]

to EUROPE
SPEED! COMFORT!

from **NEW YORK**
to Cherbourg and Southampton
Jan. 2 MAJESTIC
Jan. 8 AQUITANIA
Jan. 22 MAJESTIC
Jan. 29 BERENGARIA
to Cobh and Liverpool
Dec. 28* SAMARIA
Jan. 4* GEORGIC
Jan. 18* LACONIA
to Belfast and Liverpool
Jan. 10 ANTONIA
Jan. 24 LANCASTRIA
to Plymouth and London
Dec. 26 AUSONIA
Jan. 2 ANDANIA
Jan. 16 AURANIA
Jan. 30 ALAUNIA
from **HALIFAX***
to Plymouth and London
Dec. 29 AUSONIA
Jan. 5 ANDANIA
Jan. 19 AURANIA
Feb. 2 ALAUNIA
to Belfast and Liverpool
Jan. 13 ANTONIA
Jan. 27 LANCASTRIA
The largest passenger fleet on the Atlantic offers you the widest possible choice of routes, rates and dates of sailing to Europe.
Ask about our Winter Cruises to Nassau, West Indies and South America, Around the World.
Apply to your local agent—no one can serve you better—or to
CUNARD WHITE STAR LIMITED
217 Bay Street (Elgin 3471) Toronto

THE SOCIAL WORLD

ADÈLE M. GIANELLI, SOCIAL EDITOR



MR. ALFRED NICHOLAS with his son, Maurice, and daughter, Margery, snapped in the garden of the Empress Hotel, Victoria. Mr. Nicholas' home in Sherbrook, Victoria, Australia, has forty acres of gardens with orchid houses considered the finest in the Antipodes. His widespread philanthropic interests include the building and endowing of Wesley College, Melbourne—a school after the Eton-Harrow type—to the extent of one hundred and fifty thousand pounds sterling. Mr. and Mrs. Nicholas were returning from the Jubilee celebrations in London where their daughter was presented at Court by Lady Cunliffe-Lister.
—*Photo by Associated Screen News.*

TORONTO

STOCKING-hanging-up-time for the young and Christmas-card-cum-packaging-time for the not-so-young is no time for talking—nor a column's chatter. Just a "Peace on Earth, goodwill towards men" is the Carol of this Column-before-Christmas "when all through the land every country is warring, e'en Switzerland." Unlike the good old "night before Christmas when all through the house not a creature was stirring, not even a mouse." My paraphrasing is bad, but it could be worse if more modern!

Paragraphing a festive fortnight of young moderns should sound like a goodwill carol, so cheery and carefree has it been with entertaining centred on them. Dances and dinners, luncheons and teas—in fact, twin-teas in one case, when Mrs. Wallace Barrett introduced to her friends her daughter, Barbara. Later, at a dinner-dance at the Arcadian Court, with a Santa and such Christmas fare, the younger set had their innings. But at the afternoon receptions the musical set especially had their innings, as there was a delightful program of harp music and people really listened. A symphony of color, also, is Mrs. Barrett's house . . . . ruby drapes in the tesselated hall with its curving staircase balustraded with wrought-iron; grille-gates opening on to the silver-white of the music room set in soft opal lighting at the foot of a flight of steps; a gold harp making it, not "hearts and flowers," but harp and flowers; and beyond, the American Beauty shades of the adjoining library where books in their bindings of crimson, coral and garnet made an effectively vital background. Here the pretty débutante's two-toned taffeta frock, a peacock-blue shot with the same cerise shade as the American Beauties in her arms, was a lovely complement to the color scheme and with her smart gown of damson purple, Mrs. Barrett carried a chiffon handkerchief quite the color of her daughter's rose-petals.

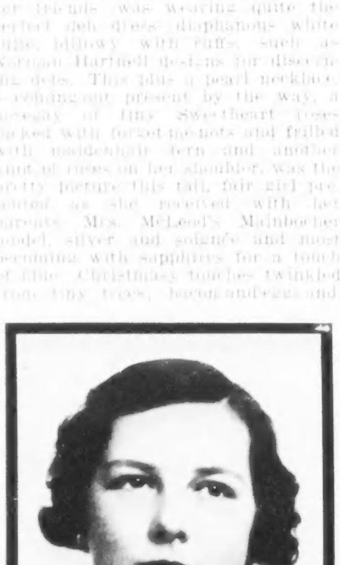
When Mrs. Herbert A. Bruce came in she sat in the library alcove to hear the music with Mrs. Frank McEachren, who was assisting her sister, and Mrs. Fred Cowan with whom she went to tea in the dining-room where an unusually handsome lace-cloth covered the table in écru lace. Miss Betty Flavelle whose mother, Mrs. Ellsworth Flavelle, was one of those pouring tea, assisted with a bevy of débutantes including the Misses Mary Baker, Barbara Brown, Peggy Walde, Esmé Seton Thompson, and Mary Palmer. Mrs. H. H. Love, Mrs. John Fraser, Mrs. Ross Humphrey, Mrs. W. S. Hodgens, Mrs. Gordon Shaver, and Mrs. G. B. Shaw were some of the hostess' intimate friends "on guard" for silence when the harp's dulcet strings made solo an opportune interlude also for admiring the arrangement of the débutante's flowers. Baskets and bouquets were not massed but with a discerning eye for color, were grouped in beautiful clouds of color; pink Madonna lilies being one of the season's novelties, lovely in that room of a shade best described as the color of the satiny bark of a silver-birch tree. Mrs. Lionel Clarke and Mrs. Edmund Boyd were two listening to the music. Sir Joseph Flavelle had "listened in" on the first day at his granddaughter's first formal party. Mrs. Hugh Allward, as an architect's wife, was attentive also to the décor; and Miss Joyce Gurney was in an attentive circle welcoming her return to health and parties.

MR. AND Mrs. J. B. McLeod's dance for their débutante daughter, Gladys, completed a perfect day in deb life. They had been luncheon guests of Mrs. Warren Darling when she entertained at the Ladies' Club for her daughter, Betty; Mrs. Kenneth Macbeth had dined them at the Toronto Hunt Club in honor of her daughter Joan—a very kind thought of hers to place them "on the spot" for the dance of the evening as Mrs. McLeod had chosen the Toronto Hunt for her dance and that jolly event kept them there till "Three O'clock in the Morning" was the time, not the tune.

Miss Gladys McLeod—"Tinkie" to her friends—was wearing quite the perfect deb dress: diaphanous white tulle, billowy with ruffs, such as Norman Hartnell designs for discerning debs. This plus a pearl necklace, a coming-out present by the way, a nosegay of tiny Sweetheart roses tucked with forget-me-nots and frilled with maidenhair fern and another knot of roses on her shoulder, was the pretty picture this tall, fair girl presented as she received with her parents. Mrs. McLeod's Mainbocher model, silver and soignée and most becoming with sapphires for a touch of blue. Christmassy touches twinkled from tiny trees, bonbons and eggs and sausages sizzling hot—was the supreme supper-touch voted by masculine taste; and girls of other years gave a leavening touch, for pretty Miss Marion McLaren brought a jolly other-year dinner party which included Miss Frances McLeod who looked a veritable Undine in sea-green tulle. The deb dinner-hostess, Miss Joan Macbeth, was vivacious in white satin with gardenias and Miss Betty Darling, the luncheon-hostess of the day, was sparkling in silver-cloth.

Two Barbaras who are among the most charming of last year's vintage, Barbara Walker and Barbara McPhedran, came on with a dinner party given by a certain young man; Miss Peggy McLaren is one to watch in next year's crop; Miss Mary Kingsmill's jewelled belt and Miss Jocelyn Boone's flowers on her back, not her front, were interesting; two Jeans, Jean Ross in black lace and Jean Joy in black taffeta, were picturesque; continuing the same letter of the alphabet, Jean Hart's sable-trimmed satin and Joan Alley's beruffled taffeta were pretty, and only a few wear yellow as well as Betty Jamieson did. Around one of the fireplaces with Mr. McLeod, Senior, Mr. Jack McLeod was the dancing-host—were Mr. and Mrs. Gordon Cameron, Miss Do. Harding and Mr. "Gus" Sinclair, all on indoor baseball gossip. And Mr. Stuart Greer, coming on from Emil Ludwig's European subjects, found maid-in-Canada more to his connoisseur dance-taste.

MISS JEAN RITCHIE, débutante daughter of Mr. and Mrs. Charles F. Ritchie, Montreal.
—*Photo by Nakash.*



MISS MARY HAMPSON, débutante daughter of Mr. and Mrs. Greville Hampson, Montreal.
—*Photo by Nakash.*

EMIL LUDWIG at Massey Hall discovered that that dignified old Hall's walls were not the only red diffusion about him but in both cases the red was but in the background. Loud applause greeted this witty man's statement that that comic phrase, "the humanization of war," was like speaking of upholstering the electric chair. The audience was definitely "foreign," not social, to hear this humanitarian but nearby we saw Mr. and Mrs. Harvey Lightbourn, and Mr. and Mrs. George Kingstone with their Elizabeth were a family trio keeping up to current events.

ON THE Sunday previous what a different scene! All the social world as well as social workers were there to do homage to the memory of Colonel Sir Albert Gooderham when the Directors of the Toronto Symphony Orchestra Association and the Governors of the Toronto Conservatory of Music presented, in memoriam, *Brahms' Requiem*, orchestra and choir conducted by Sir Ernest MacMillan. Then the red walls were as banners, golden with service honors rendered by the well-remembered, that Colonel of the Royal Grenadiers to whom that regiment owes much. The drums of the orchestra to many ears were regimental drums beating their Dead March as well it might be and those ever-echoing avenues of song suggested that—so like Sir Albert—even in death that generous soul was still giving here a musical feast to his friends. We revered and while we heard that "tide of music's golden sea setting toward eternity, uplifted high in heart and hope are we, until we doubt not that for one so true there must be other nobler work to do." And so he passed over like Mr. Valiant-for-Truth "and all the trumpets sounded for him on the other side."

THERE is a map on the walls of *Spadina* marking it as the house on the hill in a vast expanse of vacant land. That was in 1832. Though *Casa Loma* now neighbors it, *Spadina* still dominates in massive mansion-fashion a crest of the hill and how it beamed upon the world, December 14th, 1935! Mrs. Albert W. Austin and her daughter, Mrs. S. Seton Thompson, gave a tea-dance for that charming young creature, Esmé Seton Thompson, the former's granddaughter, who recently returned from a summer in Europe with her mother. Snow fell just in time to flake to fairyland the high stone walls and great gates of *Spadina* and Nature, abetted by a landscape-gardener, had seen to it that in the centre of the driveway stood the ideal Christmas-tree, so on its hoary branches were swung twinkling lanterns. The blonde débutante in her silvered chartreuse dress did justice to the setting! Room after room, smilax-garlanded, opened in festive greeting, the ten-piece orchestra echoing across high ceilings and through wide folding doors. The crimson-draped reception room, filled with floral gifts, was where Mrs. Seton Thompson received with her lovely daughter, mother in a smart raspberry-red, silver-threaded gown, and Mrs. Austin in handsome orchid velvet with some lovely lace and orchids for corsage, was in the morning room with her eldest daughter, Mrs. Reginald Warwick, and some relatives including Mrs. Harold Jarvis and Mrs. Victor Cawthra.

Three hundred danced in that house with ease; the debs had taken off their hats—not that *they* take up much space as mostly they are a wisp of veil and half a flower—the huge crystal chandeliers of the drawing-room shimmered down upon the prettiest debs and smartest of lads; and creating havoc in the stag-line came the deb from Montreal with the enchanting name of Dawn—Miss Dawn Ekers who was a house-guest. Miss K. Dunning with a double allegiance, partly

THE HOUSE OF QUALITY
It's Never Too Late to Find Gifts that are Different at Fairweathers
Even if you have not heeded those friendly warnings to shop early—you still can gain a reputation as a discriminating giver of gifts if you shop at Fairweathers. For everything in that attractive specialty shop is in the best of taste—still plenty of time to shop in haste at leisure for Gloves . . Hosiery . . Cosmetics . . Hostess Gowns . . Evening Wraps . . Perfumes . . Handbags . . Lingerie and so forth.
Fairweathers Limited
88-90 Yonge St. EL. 6311

Mary Dunhill
DEVONSHIRE PREPARATIONS
LONDON PARIS NEW YORK
Exquisite tribute of beauty to any woman—a gift of one or more of these delightful preparations, engagingly boxed, bottled or packaged with a haunting scent of true gardenia odor. Specially suggested for the débutante or her youthful parent—an overnight cosmetic Kit in washable pink case at $12.50. Lipsticks, $1.50—or a jewel case lipstick glittering with rhinestones, $5.
Fairweathers Limited
88-90 Yonge St. EL. 6311

DALE *Autographed* **ROSES**
Good things baking . . . cheerful holly . . . mischievous mistletoe . . . white, red and gold packages promising rare delights . . . toys that set young eyes shining . . . color and sparkle of the Christmas Tree . . . and Dale Autographed Roses filling the room with their fragrance . . . delighting the eye with their beauty. Your Christmas setting will be all the richer and happier with these exquisite autographed blooms.
DALE ESTATE LIMITED
BRAMPTON, ONTARIO.
• CONSULT YOUR FLORIST •

to Ottawa and partly Toronto, was also doubly pretty and Miss Peggy Waldie can bear witness that on Mr. Dave Mills' authority I can call it a "super-doozie" party which in the latest parlance means it was la crême de la crême. Mr. Austin Seton Thompson, brother of the deb, Mr. Casey Wood, Mr. Pat Cassels, Mr. John Hamilton, Mr. Fred Gaby, Mr. Douglas Cousins, Mr. Jack Willoughby who had Miss Arnold Gooderham on his arm, and Mr. Ely dancing with Miss Molly Canfield, were some of the male contingent; Miss Kitty-Claire Jarvis, Mrs. Ralph Jarvis' daughter, wore a pretty cluster of holly on the shoulder of her green velvet frock; and the latter, with Mrs. Sidney Greene and Miss Mildred Brock were three pouring tea.

A huge cellophane snowball in the centre of the billiard-room was intriguing many as well as the great punch-bowl there. Tiny Christmas trees around it were being regarded with paternal air for future Christmases, no doubt, by Mr. and Mrs. Arthur Evans whose just-arrived son is to be called Edward Austin—Edward being an Evans' name since the 17th century. And Major and Mrs. Clifford Sifton, the latter enthusing over Melchior's tenor, were chatting in groups with Mr. Percy Austin and Miss Estelle Kerr. The only person missing seemed to be Mrs. A. J. Arthurs who is outstanding wherever she goes, but this great-aunt had called in earlier with her benisons.

MRS. EDWARD L. COUSINS was in the role of godmother when she gave that delightful reception for Miss Deris Sweeney, another débutante who with her mother, Mrs. F. Russell Sweeney, received with her. Why is it that more people we know do not live in the beautiful West End, where lake and river, hills and valleys provide unsurpassed scenery? A window without a vista seems as forlorn as a purse without money! Every lovely leaded window in this Kingsway house looks out upon serenity; looking in from without the casements sparkled light like a Christmas-card picture, the approach picturesque with a moon rising and fir-trees for shadows. "Kingsway" this pretty road is called and in this year of King's Jubilee and King's Grace, it is appropriate!

Mrs. Cousins was charming in a black chiffon velvet gown, no doubt a New York model as she and Mr. Cousins had just returned from New Orleans, and with Miss Sweeney's pretty moss-green frock she carried an adorable bouquet, an exceedingly pretty nosegay arrangement of flowers set within a stiffened chiffon frill. Her other flowers were all around the room and scarlet carnations on the tea table set the color-scheme for the walnut dining-room where those delectable scarlet strawberries, quite in the décor, too, were being served by such attractive girls as Elaine Ellsworth, Ann Radcliff, Jean McIntosh and numerous others. Miss Marion Lumbers was a deb coming in late with her mother, Mrs. W. G. Lumbers, and Miss Suzanne Gaby was but one daughter accompanying Mrs. F. A. Gaby, Katherine being expected back from Vassar in time to holiday with the family at that gorgeous Seigniory Club whose log-walls, I hear, will be almost bulging with the crowds that are going there to celebrate in its perfect Yule-tide manner.

Mrs. Kenneth Macbeth, Mrs. James Cosgrave, Mrs. Hamilton Wills, Miss Willo Love, Mrs. W. H. Price and Mrs. Frank Poucher were a few in the crush of the tearoom where Mrs. W. E. Radcliff was one of those presiding; and downstairs, built into the side of the hill with a terrace overlooking the Humber River, we came upon a huge living-room where Mr. Douglas Cousins was entertaining some of the younger set, chaperoned by Mrs. Farrell. A bachelor's ideal it must be, for in the centre an enormous Turkish copper-bowl sets into a table centred by one great candlestick-lighter to complete this "community" ash-tray.

ANOTHER jolly type of party for the debs was devised by Mr. and Mrs. George Alexander Urquhart when dancing at tea-time in the Royal York's Roof Garden was on the cards to mark Miss Jane Urquhart's début. Not many of the débutantes have chosen to wear blue this year, but this tall, fair girl looked stunning in a velvet dance-frock of that rich Caribbean shade. The touch of gold in her corsage of Talisman roses completed an ensemble very charming in that roof-garden where the Italian blue frescoes and golden lilies invariably make one feel that spring is not far behind. A soothing thought for hectic Christmas-tide! But flamboyant yellow chrysanthemums precede the spring's pale primrose and their background was appropriate for the gay joyousness of a Saturday afternoon dance for debs. They were all there and the list has become rather hackneyed by now, but Miss Helen Urquhart was an aunt who was dancing and chaperoning at one and the same time. Miss Cynthia Copping and Miss Frances Beardmore were girls of last year and the year before.

Mr. and Mrs. George Urquhart both received with their daughter, Mrs. Urquhart very smart in black with a cluster of orchids. Later they entertained some of the older set in a suite downstairs where among the out-of-towners were Mrs. Sewell, of Montreal, and Miss Anne Gallagher, of London, Ont., and a throng of Torontonians including Colonel and Mrs. Herbert Alley, Mr. and Mrs. Gordon Cameron, Mr. and Mrs. Rex Gale, Colonel and Mrs. George Blackstock, Mr. and Mrs. Chester Russell and Mr. and Mrs. Beverley Heath.

IT IS not often that men can be inveigled to teas as abroad but Mrs. Henry Milman certainly had a distinguished array and there is no doubt that masculine badinage bandying a tea-cup gives a fillip to twilight. Mr. and Mrs. Milman have been a delightful as well as distinguished acquisition to the old routine of Toronto life for the past year or more. First they were at the Alexandra but when Lady Arbuthnot, Mr. Milman's aunt, came out to spend the summer with them, they took a house—its leisurely spacious rooms and high ceilings a real touch of old London discovered here.

There around blazing hearth fires were Major-General and Mrs. Cawthra Elliot, Mr. J. J. Ashworth whose wife was unfortunately not well enough to accompany him, Mr. and Mrs. Temple Blackwood, Colonel George Drew, Colonel Godson-Godson, Mr. Tommy Lawson, Professor and Mrs. Wrong, Mr. and Mrs. Galt Kingsmill and so on, with that very pretty person, Mrs. Jennett from up north, pouring tea.

Mrs. W. H. P. Elkins, the Brigadier busy on duty, was chatting with Mr. and Mrs. Horace Hunter and both Mrs. J. B. Maclean and Mrs. Fane Sewell were holding court on either side of a fireplace. In the dining-room a portrait of the son and heir, presided, his visit a much looked for event in March, when he gets leave from India's north-west frontier where he is stationed with his regiment, the Highland Light Infantry. Mrs. W. Pate Mulock came with Mrs. William Mulock who looked very smart, as did Mrs. Victor Cawthra, and Mrs. Douglas Farmer had much news of New York where she and her family spent the autumn. What a restful tea it was with Mr. Milman the attentive host and Mrs. Milman making true that saying, "les amies de mes amies sont mes amies." Her hands are beautiful enough to bind staunch friendships.

TWO events of the week that I was unable to attend were bound with common interest. Crescent School's prize-day when Mrs. H. P. Plunptre and Sir Robert Falconer presented the prizes, was an eventful day for the boys and their parents. I hear that not only was there a distinguished array of special guests on the platform but also a most delectable array of good things to eat when Mr. and Mrs. W. R. E. Williams entertained later at tea. Mr. Williams as Head of that school which now occupies glorious Dentonia Park, will have an interesting career watching it expand to the land which apparently it is doing with remarkable vigor.

Mrs. Joseph N. Shenstone's tea had the common bond of old friends for there were no débutantes there. I hear it was a jolly affair with Mrs. Donald Fraser, Mrs. Leo Smith and Mrs. Norman Shenstone among those presiding at a tea-table effective with a Venetian lace cloth and silver candelabra. Dr. Norman Shenstone's daughter, Barbara, who would have come out last year but for a tragic bereavement, was away in Massachusetts but is expected back for the holidays. Another Barbara, good-looking Miss Barbara Ryckman, was one of the tea assistants who also included Mrs. Melville Bradshaw and Miss Margaret Evans; and the hostess chose the unusual but graceful to wear white lace and her corsage was orchids.

ENGAGEMENTS

Mr. and Mrs. Peter Chisholm, Lochiel, Glengarry, Ont., announce the engagement of their daughter, Ada, to Mr. Harold W. D. Pope, of Montreal, son of the late Sir Joseph Pope, K.C.M.G., and of Lady Pope, of Ottawa. The marriage is to take place quietly on December 19.

The marriage of Miss Toyo Tokugawa, eldest daughter of the Hon. I. M. Tokugawa, Japanese Ambassador to Turkey and former Japanese Minister to Canada, to Mr. Ichiro Matsudaira, eldest son of the Japanese Ambassador to London, will take place in Tokio on December 27.

TRAVELERS

Mr. R. J. F. Snead Cox, Royal Welch Fusiliers, is a guest of Government House, Ottawa.

Mrs. Richard Leach, who has been visiting her parents, Mr. and Mrs. T. F. How, in Montreal, has joined her husband, Colonel Leach, in Winnipeg, where the latter has been transferred as General Staff Officer of Military Ditsrict 10.

Mrs. Bryce Fleck, who has been the guest of Mrs. A. W. Fleck, in Ottawa, has left for her home in Vancouver, B.C.

The Hon. A. C. Hardy and Mrs. Hardy and their daughter, Miss Dorothy Hardy, have arrived from Brockville, Ont., and taken up their residence in Ottawa for the winter.

A RECENT BRIDE. Mrs. S. B. Trainer, Jr., who was Miss Carroll F. Corley, youngest daughter of Mrs. Seymour Corley and the late Mr. J. W. Seymour Corley, K.C., of Toronto.

—Photograph by Bain Studio.

OF MODERN DESIGN
and Traditional Quality

BIRKS-ELLIS-RYRIE are proud to present this Christmas what is believed to be the most important Canadian collection of jewels designed in the contemporary manner.

Those who have chosen this year for their Gift of Diamonds are invited to see this noteworthy display. In the complete assortment are gems at prices considerably above and below the few examples sketched.

A Flexible diamond bracelet, emphasizing the trend to color contrast in this case, Sapphires **$675**

B Paris-inspired, this leaf-like pair of earring clips, set with diamonds **$100**

C. A study in the contrast between black onyx and clear rock crystal four platinum mounts studded with diamonds **$200**

D. One brooch or two clips; so lovely for either use. Lavishly set with diamonds in a graceful Parisian setting **$525**

E An artist conceived the idea of this stunning semi-hoop of baguette diamonds their length emphasized by the flanking round diamonds **$650**

Birks-Ellis-Ryrie
YONGE AT TEMPERANCE TORONTO

Correspondence invited with out-of-town customers

Simpson's

Face The Southern Sun With

Colorful Cruise Clothes

•

A Revue of Cruise Fashions

will take place in Arcadian Court, Friday, Saturday, Monday and Tuesday, December 27th to 31st inclusive, at 12 o'clock noon, during luncheon, and in the afternoon at 3.15. There is no admission charge for the afternoon revue; tea will be served at the regular menu charge.

Established 1896

Let Your Xmas Gift Be

A PERSIAN RUG

From the Largest Famous Stock of Oriental Rugs in Canada

BABAYAN'S LTD.

34 KING ST. E.—Opposite the King Edward

EXTRA WEIGHT for WARMTH
EXTRA LENGTH for COMFORT

MUSBURY
Superfine Blankets

To know the thrill of a work of art, inspect a MUSBURY Blanket or Comforter. You touch soft pure wool, closely woven for warmth and wear. The eye lingers on their lovely finish . . . fragrant with delicate perfume. See them at the better stores.

•
MOTHPROOFED PERFUMED
•

PORRITTS & SPENCER
(CANADA) LIMITED
Hamilton - Ontario
Also Manufacturers of

MOSSFIELD
BLANKETS - COMFORTERS

Dunlop's
Limited
Choice Flowers
Since 1880
8 to 10 West Adelaide St.
TORONTO
Flowers Telegraphed Anywhere

THE MASCULINE ESSENTIALS are in this smart Christmas package by Williams: Shaving Soap, After-Shave Solution, Gentlemen's Talcum Powder and Solidified Brilliantine—they're all there, plus a package of razor blades.

CONCERNING FOOD

BY CYNTHIA BROWN

IT IS generally conceded that cocktails, like north-[illegible] glasses, cheap chiffon stockings, skyscrapers and the phrase, "Say, Listen!" are an American invention. They seem to have dawned on some fine brain over here about a hundred years ago.

And why are they called cocktails, do I hear the dear little bright-eyed curse of the class ask from the back of the room? Well, well, this urge for information is probably what has made this country what it is. Tis this. It is the only explanation I have ever heard and it certainly has all the [illegible] of [illegible] I pass it on for what it's worth—very little in my opinion.

The squire of a [illegible] country inn had once a beautiful daughter and a magnificent prize-fighting cock over which he watched with equal care. One day the cock disappeared. As the days went by and no amount of searching discovered the bird, the squire grew red with [illegible] rage and the daughter pale with sympathy. Finally the squire let it be known that whoever returned his cock might marry his daughter. One summer morning a young cavalry officer rode into the village, pulled up in front of the inn, and handed the cock back to its owner.

Full of joy the squire called for drinks for all, and [illegible] the cock which hadn't lost a single feather. His daughter, [illegible] excitement and her [illegible] pleasure at seeing her [illegible] husband mixed Whiskey, Vermouth, Bitters, [illegible] together and everybody [illegible] it a good drink and christened it "Cocktail" on the spot.

The officer had no difficulty [illegible] with the daughter, whom I [illegible] subsequently married, though the story doesn't say. He at least introduced her invention to his Mess and it soon became known to the entire American Army and its reputation grew till it became famous all over the world.

Whether Cocktails are good and [illegible] the [illegible] palates of this country I [illegible] to [illegible]. At this season I [illegible] they are drunk around here. If you are curious as to their ingredients, read on. You [illegible] when you next come across one of the [illegible] what you are drinking.

We can't [illegible] of the [illegible] are some of the best known [illegible].

DRY MARTINI

[illegible] French Vermouth
[illegible] Gordon's Gin
[illegible]

[illegible]

[illegible]

[illegible]
[illegible]
[illegible]

[illegible]

[illegible]
[illegible]
[illegible] French Vermouth
[illegible] Italian Vermouth

[illegible]

[illegible]

1 teaspoon Raspberry Syrup or Grenadine
[illegible] Gin
[illegible] French Vermouth

Lemons will do if you can't get limes. The white of egg is not beaten before going in the shaker but gets fluffy enough when shaken vigorously with the other ingredients mixed in the shaker with the ice.

A *Royal Clover Club* is made with the yolk instead of the white of the egg. The *Clover Leaf* is a Clover Club shaken up with a few sprigs of Mint in the shaker, a leaf of Mint in each glass.

SIDE CAR

[illegible] Fresh lemon juice
[illegible] Cointreau
[illegible] Cognac Brandy (or any liqueur Brandy)

You see this everywhere that's smart in Paris; the French love it. The celebrated bartender of Buck's Club introduced it into London. One doesn't seem to meet it often here. Worse luck.

MANHATTAN

2 dashes Angostura Bitters
½ Rye whiskey
½ Italian Vermouth

This is very old but still one of the best known cocktails. Like Martinis it is made Dry, Medium, or Sweet. For *Dry* use French Vermouth instead of Italian; for *Medium* use half French and half Italian. Some experts throw in a few drops of Absinthe, some the same of Curacao. It should be served with a cherry in the glass.

It is well to remember that Bitters and Syrups should be used with the greatest care. A little too much changes the entire taste of a drink, spoiling instead of improving it as intended. A "dash" is actually equal to ⅛ of a teaspoonful. There are between 16 and 18 teaspoonsful in a cocktail glass which is a ⅓ gill measure—a gill being ¼ of a pint of wine or Spirits. Recipes that read in gills need watching. If the recipe, for instance, calls for ½ Gin and ½ Vermouth, it calls, for each person, for ½ the capacity of a cocktail glass (or ⅙ of a gill) of Gin, and the same of Vermouth.

Which little lesson I can only hope is clearer than mud. It took me hours of my early life to work it out. The time, I certainly feel, was all too well spent.

• •

TRAVELERS

Major Drew Thompson and Mrs. Thompson have returned to Ottawa from Cayuga.

Mrs. Arthur Price and her daughter, Miss Betty Price, have taken up their residence for the winter at "The Claridge" in Quebec.

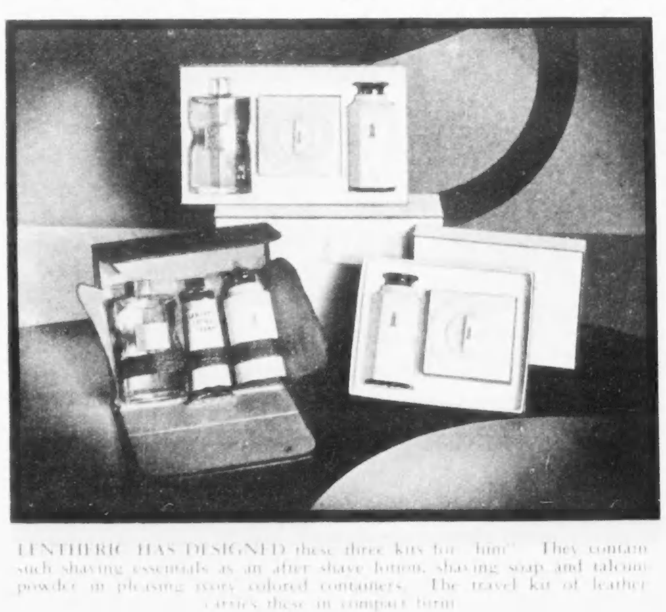
Brigadier and Mrs. W. W. P. Gibsone of Montreal have sailed by the Lady Drake to spend the winter in St. Lucia, B.W.I.

Lady Holt of Montreal is occupying her winter residence, "Bally Crystal House," Nassau, where she will be joined for Christmas by Sir Herbert Holt.

Miss Hendrie of Hamilton, Ont., who has been the guest of Colonel and Mrs. Hugh Owen, in Montreal, has sailed to spend the winter in England.

Madame René Turck, wife of the Chargé d'Affaires for France, Ottawa, has sailed in the Ile de France to visit her daughter, Mrs. Paul Elain, in Paris.

Mr. and Mrs. Edmund A. Burke, who have been spending some time in Montreal, have left by motor for Houston, Texas, and California.



LENTHERIC HAS DESIGNED these three kits for "him". They contain such shaving essentials as an after shave lotion, shaving soap and talcum powder in pleasing ivory colored containers. The travel kit of leather carries these in compact form.

Are your hands ROUGH as

■ Do your hands feel coarse? Are they rough as gravel? Does your skin [illegible] . . . red and [illegible] . . . chapped and dry?

[illegible] Italian Balm [illegible]

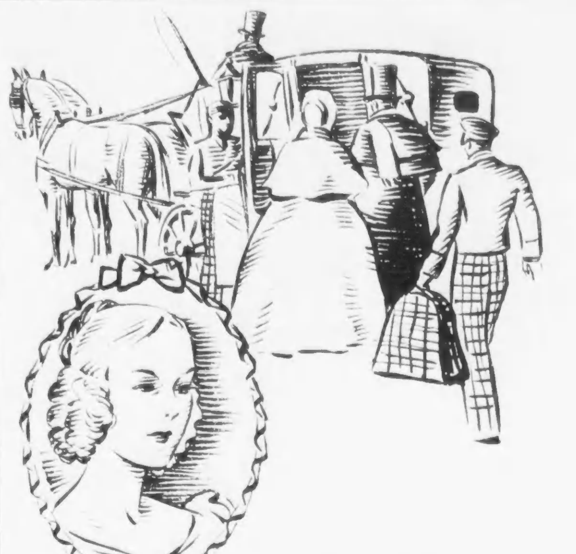
Italian Balm [illegible]

Italian Balm is made from a secret formula—contains many scientifically selected ingredients blended by a secret process. There is nothing exactly like it on the world market today. Your drug or department store carries Italian Balm in 3 sizes of long-lasting bottles—35c, 60c and $1.00—and in handy 25 cent tubes.

Free
HANDY HOME DISPENSER

[illegible] FREE. Send ONE [illegible] Italian Balm carton [illegible] NO MONEY [illegible] CAMPANA, [illegible] Toronto.

Campana's
Italian Balm
"Canada's Most Economical Skin Protector"



RAWHIDE

luggage of the superb quality that was insisted upon in grandmother's day.

Finest linens, sterling silver, real silks—grandmother was brought up to appreciate quality. Rawhide is quality luggage—handsome, beautifully made, marvellously strong. These pieces are from our fine collection to choose for gift giving: A—Overnight case, $17.50. B—Pullman case (with tray), $45.00. C—Wardrobe box, $35.00. D—Wardrobe trunk, $145.00.

LUGGAGE—Fifth floor, Centre

All the luxuries of

First Class

at only $170 up

on the HAPAG "FAMOUS FOUR" EXPRESSES
to IRELAND • ENGLAND • FRANCE • GERMANY
Weekly Midnight Sailings . . New York-Midtown Piers, W. 46th St.

New York · Hamburg
Hansa · Deutschland

Tourist Class, $108.50 up . . Third Class, $84.50 up.

Slightly higher rates—greater speed on the Lloyd Fliers
Bremen < < < > > > **Europa**
Columbus

St. Louis Hapag Cabin Motorship • Lloyd Cabin Liner **Berlin**
Cabin Cl., $139 up; Tourist, $107 up; Third Cl., $82 up

Literature . . . . Ship Plans . . . . Reservations—Your Local Travel Agent—our representative, or
Hamburg-American Line · North German Lloyd
15 Richmond Street West, Toronto. Tel. Elgin 5000

SECTION III

SATURDAY NIGHT

BUSINESS » FINANCE » GOLD & DROSS » INSURANCE » THE MARKET

Safety for the Investor

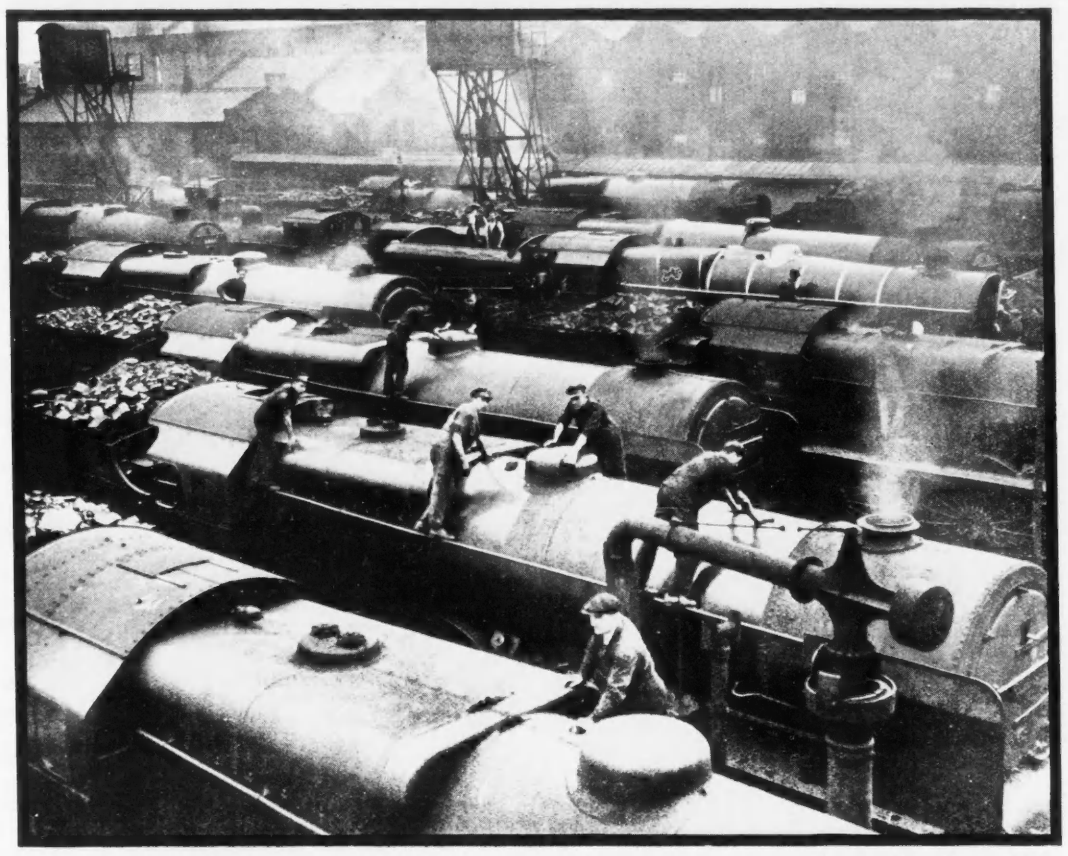
TORONTO, CANADA, DECEMBER 21, 1935

P. M. Richards, Financial Editor

OTTAWA CONFERENCE TACKLES ECONOMIC ILLS

Are Provincial Codes Doomed?—Will Measures Indicated by Provincial Premiers in Session With Dominion Government Serve as Chart to Economic Recovery?

BY DALTON J. LITTLE



LOCOMOTIVES PREPARE FOR SPEED-UP. British railways recently announced a number of new high-speed passenger services, some with average speeds of over sixty miles per hour. These locomotives are shown receiving a final inspection before inaugurating the new schedules, at the Camden Town sheds of the London, Midland and Scottish Railway.

THE eighth Dominion-Provincial Conference of Canada since confederation, which met last week in Ottawa, has made a constructive contribution toward economic recovery and greater social justice.

The Conference has in some instances charted a course, and in other cases has begun the study of legislative charts for the enactment of remedial measures by the "appropriate administrative and legislative authorities," to use the words of Prime Minister W. L. Mackenzie King.

Indeed the purpose and scope of such a gathering was well defined by Mr. King at the conclusion of the Conference when he said, "A Dominion-Provincial Conference is neither a Cabinet nor a Parliament, it is an institution which enables the representatives of the Government of the Dominion of Canada and the governments of the provinces of Canada to confer together, exchange information and opinions, and formulate proposals, in respect to Dominion-Provincial co-operation, which can be presented to the governments concerned and to the Parliament of Canada and legislatures of the provinces."

The writer was privileged to attend the opening plenary session and to remain in the capital until after the concluding session five days later. While the first plenary session Monday morning, and the hearing Monday afternoon of the deputation of mayors from Canadian cities, by members of the Conference in committee, were the only meetings open to the press, one was enabled to learn much of the day-to-day progress even from the meagre official statements issued, and by breathing the radiophonic atmosphere of Parliament Hill.

The daily newspapers have covered the Conference as fully as such an event could be reported. It is not our purpose to summarize the news stories of the Conference as a weekly newspaper might be expected to do, but rather to indicate some of the salient features of the deliberations which are of particular concern to the business community.

THE report of the sub-conference on financial questions which was presented to the final plenary session deals with the financial position of the provinces; the proposal for a national loan council, and the duplication of taxation and possible reallocation of tax sources as between the Dominion and the provinces.

As already stated, none of the sub-conferences, or the Conference as a whole, could do more than formulate proposals for the Dominion and provincial governments to act upon later. However, the suggestions offered in frank discussion by the members of the sub-conference on financial questions are likely to form the basis of future financing, and greatly affect municipal, provincial and federal taxation. Because this phase of the Conference's exploration, still under consideration by a continuing committee, is one which pulls the purse strings of every business institution, and of every citizen for that matter, we shall discuss the financial questions report in some detail.

Before reviewing the reports of the various sub-conferences we shall endeavor to rebroadcast some of our impressions gained in that rarefied ether of the Hall of Fame, Big Ben and thereabouts.

The writer believes he can state, without fear of serious contradiction, and without betraying any confidence because no one is quoted, that the road is surveyed and well planned for Dominion labor laws and a federal department of labor which will replace the devious byways of provincial labor statutes and administration.

There is also abundant evidence that ultimately, and possibly within a few years' time, the Department of Agriculture at Ottawa will enlarge its scope so as to embrace the administrative services presently exercised by the various provincial departments of agriculture.

IN VIEW of the fact that federal statutes dealing with wages and hours of labor, and with the marketing of natural products, which were passed at the final session of the last Parliament of Canada, have been referred by the present government to the Supreme Court to ascertain their validity, there

(Continued on Page 19)

CAPITAL'S RISK IN BUSINESS

Ups and Downs in Earnings—Larger Volume Likely to Result in Much-Needed Earnings Increase

BY ALBERT C. WAKEMAN

WILL the prosperity, which is indicated to be near at hand according to statistics, be of the kind that pervades all branches of industry, or will it be a "profitless" kind which expands employment and trade but leaves little for the operators of business? The present movement in Canada, towards reciprocal trade treaties, gives added point to this question. Lowered Canadian protection to manufacturers will mean sharper competition and smaller profit margins in the home market. The export business which we get in return means production and employment, compensating for what may be lost in sales in the home market, but it is a habit for export business to be so closely figured as to leave little margin over and above the materials, labor and other costs directly attributable to it.

The so-called "profitless" prosperity is largely a myth, however. A condition of large volume of business, but without any general rise in prices to produce inventory gains and write-ups in values of plant and equipment, should come nearest to it. That was the general state of affairs in 1925-29, when the average of commodity prices showed no material change; the official Canadian index, expressed as a percentage of 1926, in fact declined from 102.6 for 1925 to 95.6 for 1929. These years provided one of the greatest booms in Canadian history, shared in by both wage-earners and capitalists, in fact by practically all classes; the stock markets in particular reflected it, setting high records in prices and volume of speculative activity.

Then followed the lean years, with both prices and volume shrinking so low as to wipe out profits entirely in many cases. Through this period, bondholders and shareholders saw their security depleted. Now that volume of business is gaining once more, and there is even some chance of a price rise, the investor again has a chance of restoring his losses.

In our modern scheme of industrial organization, with close attention to costs, and more or less scientific management throughout every department of our leading business concerns, there is little chance of volume attaining good proportions without realizing a profit bearing some relation to the business handled. Two illustrations will show how volume of business affects profits.

The automobile industry has had fairly wide fluctuations in volume of business, in tariff protection, and in the relation of export sales to total sales. In the six years from 1925 to 1930 inclusive, when production exceeded $100,000,000 a year, the manufacturers' margin, over the cost of raw materials and labor, averaged over $20,000,000 a year. Taking the years 1922 to 1924 inclusive, and the years 1931 to 1934 inclusive, or a total of seven years in which value of production was under $100,000,000, the corresponding margin averaged less than $10,000,000 a year.

We should make clear at this stage that the margin over cost of materials and labor is not profit by any means. Much of it is required for general expenses such as taxes, insurance, workmen's compensation, bad debts, depreciation, etc. The profit is realized after all expenses and charges are met. But the broad classification set up by the annual government figures gives at least a rough guide to the profit possibilities. The cost of raw materials fluctuates in fairly close proportion to production. Labor costs, which include salaries as well as wages, are slightly more stable, because a certain proportion of employees in both plant and office must be retained regardless of the rate of operations. But the margin available for miscellaneous expenses and profits shows the widest fluctuations of all.

THE experience of the farm implement industry has been even more variable. Costs of raw materials have been between 40 per cent. and 45 per cent. of value of production in nearly every year. Labor costs dropped to 30 per cent. or 35 per cent. in the heaviest production years. The margin left for other expenses and profits was nearly 25 per cent. of the total in 1927 and 1928, but was negligible in 1932 and 1933. Of course a drop in sales of nearly 90 per cent. from the peak, as was experienced by this industry between 1927 and 1933, is very unusual. But the resulting drop in the manufacturers' margin, of 99 per cent., emphasizes the significance of volume of business on industrial profits. Obviously, when other expenses were met, 1932 and 1933 were years of heavy financial loss in the industry.

The beginning of the present recovery has run true to form. In 1934, the first full year of recovery, automobile output increased from $42,900,000 to

(Continued on Page 21)

BUSINESS AND MARKET FORECAST

BY HARUSPEX

DOW JONES AVERAGES—NEW YORK STOCK MARKET

	Industrials		Rails	
A—Bull Market started	July 8/32	41.22	July 8/32	13.23
B—First Primary swing upward ended	Sept. 7/32	79.93	Sept. 3/32	39.27
C—Secondary reaction terminated	Feb. 27/33	50.16	Feb. 25/33	23.43
D—Last confirmed high point	Feb. 5/34	110.74	July 7/33	56.53
E—Last confirmed low point	Oct. 21/33	83.64	Mar. 12/35	27.31

THE PRIMARY TREND OF STOCK PRICES HAS BEEN UPWARD SINCE JULY 1932.

Two weeks ago in more extensive fashion than usual your forecaster gave the pros and cons regarding the immediate trend of the New York Stock Market. The market in this interval had a small rally, but, measured by the closing averages given below, is back where it was two weeks ago. Technically the encouraging features are:

1. The decreasing volume as prices have declined.
2. The persistent resistance to decline exhibited by the Rails.
3. The absence of the sharp toboggan-like swoop of prices, which is one of the characteristics of secondary reactions in a bull market.

The market correction in progress since November 19th may have been temporarily sufficient to correct its October advance, and it is possible that the more severe recession required to correct the upturn which has been underway since last March may have been postponed. If, after a short period of low volume and sideways movement, the market turns up and goes through INDUSTRIALS 148.44, RAILS 41.84, we may expect still higher prices. If market characteristics develop that seem to make it worth while trying to catch this move, we shall disclose them in future forecasts. In the meantime, maintain an attitude of caution as advised some weeks ago.

DECEMBER 16/35 CLOSING PRICES INDUSTRIALS 139.11 RAILS 39.55

P. M. R's Column

WHEN we wrote our column last week giving, in brief, our reasons for thinking that the next several years are going to bring a big improvement in general conditions and outlining an investment policy that we believed would aid our readers in taking advantage of this and similar cyclical swings, we flattered ourself that we had done a worth-while job, but our complacency was quickly shattered by the receipt of an anonymous letter asserting that we are "all wet." The writer objected mainly to our contention that the chief factor in bringing about the anticipated increase in activity would be the "great depression-accumulated needs for all kinds of goods and services that still remain unsatisfied," and pointed out, quite heatedly, that we can't recover our former prosperity by consuming the shoes and steaks and gasoline that we didn't consume in the depression years. He proclaimed that "to cut down on consumer goods is the limit in asininity" and challenged us to explain where the money is to come from to pay for the goods representing the "depression-accumulated needs" we had referred to.

❊ ❊ ❊

THE answer is, of course, that we did relatively little cutting down on consumer goods in the last few years. We continued to consume shoes and steaks and gasoline in little less volume than in more prosperous times, and did our economizing by refraining from replacing the automobiles, houses, furniture, etc., that were becoming the worse for wear. Manufacturers did not spend money to replace worn plant and equipment, and farmers made what shift they could with the implements in their possession. The result was, of course, that while "consumer goods" industries suffered comparatively little, the "durable" or "capital goods" industries were knocked flat.

❊ ❊ ❊

FOR example, under normal conditions there are about 49 million workers in the United States. Of these, 16 million are engaged in the production of food, clothing and other "quick consumables"; 23 million are engaged in services (transportation, wholesaling, retailing, etc.), and 10 million in construction and the production of other durable goods. As many of the 16 million comprising the first-named division do little more than provide for their own sustenance, the actual fact is that about 12 million workers, or about one person in ten of the population of the United States, have done about 95 per cent. of the work of producing all the food, clothing and other "quick consumable" goods. Now, what happened in depression? For every worker who lost employment in the consumer industries, there were 10 to 15 who became unemployed in the durable goods and service industries. When consumption of many kinds of food and clothing was reduced by 10 per cent. or 15 per cent., the reduction in orders for building, machinery and other items of this character amounted to 80-95 per cent. By far the heaviest unemployment occurred among the workers in the durable goods industries. In 1932 when the volume of consumption of goods fell to slightly less than the average for the period from 1901 to 1930, the volume of production of durable goods dropped to less than 50 per cent. of that level.

❊ ❊ ❊

IT FOLLOWS, then, that the restoration of general prosperity depends largely on the restoration of activity in the durable goods industries. Individuals must resume their normal buying of houses, automobiles, furniture; manufacturers must acquire needed plant and equipment; farmers must buy implements. Due to practical cessation of buying in recent years, the needs today are far greater than normal. How is all this prospective buying to be financed? Why, by using the idle money and credit that exist today in super-abundance. There is no shortage of money, in the aggregate; the trouble is that money isn't circulating. The banks, insurance companies and mortgage companies are loaded up with funds for which they are seeking in vain to find profitable employment. Individuals have been hoarding their savings; industries have not spent for expansion or replacement because they have doubted their ability to earn a satisfactory return on the outlay.

❊ ❊ ❊

WHAT is the remedy for this situation? In the main, it is the restoration of confidence in the future—confidence on the part of industries that they will be able to earn a reasonable return on new capital expenditures; confidence on the part of individuals that they will not be penalized, through possible loss of jobs or income from investments, if they spend their savings. But unfortunately there are complicating circumstances that make the recovery of prosperity a less simple problem than that suggests. We need larger export markets and better export prices, particularly for our primary products, and these are matters not controllable by us. And as Col. L. P. Ayres points out in the current issue of his Cleveland Trust monthly bulletin, recovery of the durable goods industries in the United States (whose condition so influences our own) is made difficult by the fact that the rise in public purchasing power has been due in large degree to the Government's widespread expenditures.

GOLD & DROSS

LOBLAW GROCETERIAS "A"

Editor, Gold & Dross:

Will you be good enough to let me have your advice on buying Loblaw Groceterias "A" stock at the present time. I read your recent interesting articles on the chain stores and I feel I have a much better understanding of the important part played by these organizations. On the other hand, I think that you will admit that some chain store securities did not give a very good account of themselves during recent years. However, my financial friends tell me that from the security point of view Loblaw would be the pick and I am considering buying. But I am following my usual practice of getting your opinion before taking action and a brief summary of this company's earnings and general position would be greatly appreciated by a regular reader.

K. L. R., Ottawa, Ont.

I think that Loblaw "A" is an excellent current buy and may properly be classed as an investment security. At current prices of 19 the yield is 5.26 per cent., with the regular $1.00 dividend, and I have no doubt as to the company's ability to continue to earn this rate of distribution. As a matter of fact I am informed that earnings during the current year, which ends next May, have shown encouraging increases and that the next report should make pleasant reading for shareholders. I also agree with you as to the comparatively favorable position which Loblaw occupies in the chain store field.

Loblaw Groceterias Co., Ltd., has had a history of steady though conservative expansion since its incorporation in 1921, during which year it operated only four stores. Additional units have been opened and financed largely out of earnings until the company now operates 111 stores of the self-service type, located in various urban centres in Ontario, of which 40 are complete markets, handling meats, fruits and vegetables in addition to groceries. The company is noted in the chain store field for the efficiency of its operations and its ability to combine quality with quantity sales, for its relatively stable earnings in the recent depression years and for the fact it was the only important grocery chain to emerge completely unscathed from the investigations of the Royal Commission on Price Spreads and Mass Buying.

The company reported increases in earnings each year up to 1930 and only minor recessions from the 1930 peak in the following years of depression, with dividend disbursements adequately covered by earnings each year. Since early 1933 the company's gross sales have again been rising, though up to the close of the last fiscal year (May 31, 1935) earnings still showed slight recessions, due largely to the decline in interest received on investments and bank balances. The actual record of earnings and disbursements in recent years has been as follows: 1930, earned $1.29, paid 57½ cents; 1931, earned $1.27, paid 80 cents; 1932, earned $1.23; paid 80 cents; 1933, earned $1.18, paid $1.00; 1934, earned $1.12, paid $1.00; 1935, earned $1.08, paid $1.15.

The company's financial position is strong, the report at the close of the fiscal year ended May 31, 1935, showing current assets at $3,420,488, including cash and investments at $1,684,465 against total current liabilities of $923,422, making net working capital $2,497,066. Profit and loss surplus at $2,921,643 was up from $2,874,398 in the preceding year.

Loblaw owns, as well, 28,600 shares of common stock and 2,841 shares of preferred stock of Loblaw Groceterias Inc., a grocery chain operating 78 stores in Buffalo, N.Y., and western New York State. Though the Canadian company is receiving no dividends as yet from the American subsidiary, the latter has been making good progress in recent years and is now operating at a profit, though small. Eventually, in my opinion, this should be a source of substantial income to the parent company.

HUDSON BAY MINING AND SMELTING

Editor, Gold & Dross:

I have been holding one thousand shares of Hudson Bay Mining and Smelting Company purchased at low prices in 1932 and I am wondering if I should be taking my profits at current market prices of approximately $22 a share. I have noted your favorable comments respecting the company in the past and greatly value your comments on securities and would be pleased to have your opinion of this company and its management.

—H. D. D., New York, N.Y.

Inasmuch as you purchased your Hudson Bay Mining and Smelting Company shares for an investment I see no reason why you should change that status and would recommend that you hold the stock notwithstanding the current high market levels. Undoubtedly the shares are discounting earnings far in advance but the rapidity with which the company staged a come-back during a period of low metal prices is indicative of what you might expect in the future, given higher prices for copper and zinc, the company's principal products. It is the top ranking mining and metallurgical enterprise in Manitoba and one of the three or four leading metallurgical enterprises in the Dominion.

The management of the company is excellent, evidence of which is its ability to continue operations, treating a low grade complex ore during a period of the lowest metal prices in history when most producers of these metals were forced to suspend. The efficiency and low cost production that was attained during past years is now being reflected in earnings. Fortified with huge ore reserves which are being extended, the company is almost an industrial rather than a mining enterprise, being dependent only upon its ability to sell its products at profitable prices. Official production figures are not yet available for 1935, but indications point to a very substantial increase in the copper production of the company, possibly 35 per cent., with an increase in zinc production of 20 per cent. And the probabilities are for a further increase in production in 1936, through enlargement of plant facilities.

The company has been steadily improving its financial position and this year retired the last of its funded indebtedness amounting to $5,000,000 in bonds, leaving only 2,757,973 shares of common stock outstanding. Earnings last year were 58 cents a share and this year dividends were inaugurated with two payments of 50 cents a share. Indications are that earnings for 1935 will be close to $1 per share. On the basis of the 1935 dividends and a price of $22, the current yield is 4.54 per cent. Obviously this is too low but with higher earnings imminent and with the security that goes with large ore reserves and a highly efficient organization, you have an investment of, I think, considerable promise for the future.

Obviously the future of the company is inseparably tied to improved metal prices but just how much this means to the company is indicated by a 1 cent per pound increase in the price of copper, which in terms of earnings of the company, at the current rate of production, would mean approximately 18 cents per share, while a 1 cent per pound increase in the price of zinc would be equivalent to 21 cents per pound.

I think you are best advised to disregard the temporary fluctuations in the market price for the shares, and notwithstanding the handsome profit that has accrued to you, regard your commitment in the nature of an investment in a sound, efficient and growing enterprise.

ST. ANTHONY GOLD MINES

Editor, Gold & Dross:

I have been holding some shares of St. Anthony Gold Mines purchased at much higher prices. I have witnessed them sell off to lower than current market levels and am wondering just what is wrong at the property and whether you consider I had better take my loss while there is a market for the shares.

—J. M. M., St. Catharines, Ont.

Frankly, I am surprised at the market displaying so much strength in shares of St. Anthony Gold. Since production started in May, 1934, the recovery per ton has been such as makes it impossible, I believe, to show a true profit, after all charges are allowed for expenditures on development, exploration and write-offs such as go with an undertaking of this kind. The recovery for the first nine months of this year was, according to government records, $225,576 from 33,572 tons of ore treated. This is an average treatment of 122 tons daily and an average recovery of $5.46 per ton. Officials state that costs are $4.68 per ton, an astonishingly low figure for an operation of this kind if proper accounting is made for development charges, reserves and all other charges normally considered legitimate.

Another factor is that the company this year has been treating ore off the dump and also tailings in which mining costs do not occur. Note that in recent weeks production has come from newly mined ore, which should show an improvement in recovery, but also a higher cost. Even this recovery is not indicated as being such as to show a profit. No other mine of the size of St. Anthony has been able to show production costs that would permit of profits with such grade of ore. The company is in a weak financial position. I believe it is inevitable that the company faces financial difficulties unless some unforeseen good luck greatly improves its ore position.

BELL TELEPHONE

Editor, Gold & Dross:

It may not seem quite reasonable to you to ask about such a well-known security as Bell Telephone of Canada, but I try to be as conservative as possible in laying out money in investments. At the present time I am contemplating the purchase of 50 shares of this company, which has been warmly recommended to me both for safety and possibility of larger income. Would it be asking too much to have you give me a sort of general picture of this company and tell me just how it is related to American Telephone & Telegraph? How have earnings been in recent years, and do you think there is much likelihood of these going up and the present dividend rate being increased? Is there any danger of this company being taken over by the Government or do you feel that its future is fairly secure? In short, do you think I would be making any mistake in buying this stock now?

—J. W. T., St. Thomas, Ont.

I do not. In my opinion, purchasers of the capital stock of Bell Telephone of Canada who buy at the current price of $140 can not only enjoy an assured yield of 4.28 per cent, but the prospect of an increase in income and in the market value of their shares as the company's earnings rise with the general business recovery. The company is firmly entrenched in its field and it serves the richest regions of Canada. The possibility of it being taken over by public ownership is remote; the company has been "investigated" on a number of occasions in the past and has always been able to demonstrate the efficiency of its service and the reasonableness of its rate.

From 1891 to April 15th, 1932, the company paid $8 per share per annum on its capital stock ($2 quarterly). Thereafter the annual rate was reduced to $7 ($1.75 quarterly) and on April 15th, 1933, to $6 ($1.50 quarterly) which rate has been maintained since. In 1933, owing to declines in the number of subscribers and in long distance traffic caused by the depression in general business conditions, per share earnings of $5.62 failed to cover the dividend requirements, but in 1934 the commencement of recovery was evidenced in the rise of earnings to $6.20 per share, mainly as the result of improvement in long distance revenue. Increased expenses and taxation in 1935 may apparently cause the year's earnings to be slightly below those for 1934, but the president of the company has stated that he expects the dividend rate to be covered and in any case the $6 rate will be maintained. The long-term trend of earnings would seem to be definitely upwards and an eventual return to the old $8 dividend rate may reasonably be expected with the restoration of normal conditions. While the company's rates are

NOTICE TO READERS

Saturday Night's Investment advice service is for the use of paid-in-advance mail subscribers only. Saturday Night regrets that it cannot answer inquiries from non-subscribers.

Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope.

Each letter of inquiry should refer to one company or security only. If information on more than one company or security is desired, the sum of fifty cents must be sent with the letter for each additional company or security inquired about. If such additional inquiries relate to mining or insurance matter, they should be written on separate sheets of paper.

Inquiries which do not fulfil the above conditions will not be answered.

FOR RENT

Desirable manufacturing space in sprinklered building at 95 Spadina Avenue.

Apply Percy Robertson & Co. 18 Toronto St. Phone EL. 1860

ALSO

OFFICE and STOCK ROOM SPACE

at 9-11 Wellington St. East Offices from $10.00 up.

80th ANNIVERSARY 1855 1935

FOR 80 YEARS
"CANADA PERMANENT" has had and fully merited the confidence of many thousands of investors, no one of whom has at any time in that long period experienced the slightest delay in the receipt of funds to which he was entitled.

FOR 80 YEARS
"CANADA PERMANENT" has not only effectually safeguarded but has been of material assistance in increasing the savings of prudent and thrifty citizens.

FOR 80 YEARS
"CANADA PERMANENT" has been a growing asset to Canada, and the

SAFE DEPOSITORY FOR SAVINGS

CANADA PERMANENT MORTGAGE CORPORATION
Head Office: 320 Bay St., Toronto
Combined Assets Exceed $100,000,000

WE MAINTAIN ACTIVE TRADING DEPARTMENTS SPECIALIZING IN LISTED AND UNLISTED CANADIAN MINING AND INDUSTRIAL SECURITIES

Our statistical department would be pleased to answer inquiries regarding all classes of securities

F. J. Crawford & Co.
Members
Toronto Stock Exchange
Winnipeg Grain Exchange
Canadian Commodity Exchange Inc.
11 Jordan St. Toronto
Elgin 2201

Imperial Bank of Canada

DIVIDEND NO. 182.

Notice is hereby given that a Dividend of two and one-half per cent. (2½%) has been declared for the quarter ending the 31st January, 1936, payable at the Head Office and Branches on and after Saturday, the First day of February next, to shareholders of record of 31st December, 1935.

By order of the Board.
A. E. PHIPPS,
General Manager.
Toronto,
11th December, 1935.

The Consolidated Mining & Smelting Company of Canada, Limited

DIVIDEND NO. 61

[illegible]

BRITISH AMERICAN OIL COMPANY B-A LIMITED

NOTICE is hereby given that the regular dividend of Twenty Cents (20c) per share has been declared on the issued No Par Value capital stock of the Company for the fourth quarter ending December 31st, 1935. The above dividend is payable in Canadian funds, January 2nd, 1936, to shareholders of record at the close of business on the 18th day of December 1935. Transfer books will not be closed.

Share Warrant Holders will present Coupons Serial No. 23 to the Royal Bank of Canada, Toronto, Ontario, or to the Royal Bank of Canada, Montreal, Quebec, on or after January 2nd, 1936.

F. W. BINNS,
Secretary.
Dated at Toronto December 12th, 1935.

We extend a complete Financial Service on
GOVERNMENT AND CORPORATION SECURITIES
Inquiries Invited
A. E. AMES & CO.
LIMITED
Business Established 1889
TORONTO
Montreal Winnipeg Vancouver
Victoria New York London, Eng.

CANADIAN SECURITIES

Dominion and Provincial Government Bonds
Municipal Bonds
Public Utility and Industrial Financing

DOMINION SECURITIES CORPORATION LIMITED
TORONTO MONTREAL WINNIPEG VANCOUVER NEW YORK LONDON, ENG.
15 King Street West, Toronto

HOLLINGER

Special Circular Available Upon Request

J. E. GRASETT & CO.
Members The Toronto Stock Exchange
302 BAY ST. WAVERLEY 4781. TORONTO
Branch Office: 2822 Dundas St. W. at Heintzman Ave. JU. 1167

**McKENZIE RED LAKE
LEITCH GOLD MINES
WILPORT GOLD MINES**

A special letter on each stock has been prepared by our Statistical Department and will be forwarded upon request.

C. A. GENTLES & CO.
MEMBERS THE TORONTO STOCK EXCHANGE
347 Bay Street, Toronto ADelaide 4012

A. E. OSLER & CO.
ESTABLISHED 1886
MEMBERS TORONTO STOCK EXCHANGE
MEMBERS CANADIAN COMMODITY EXCHANGE

We have prepared an analysis on one of the promising junior gold properties which we will be pleased to mail on request.

OSLER BLDG., 11 JORDAN ST., TORONTO ELGIN 3461

BIDGOOD KIRKLAND GOLD MINES LIMITED
(No Personal Liability)
We recommend the purchase of shares in this Kirkland Lake producer.
JUNIOR GOLDS SECURITIES LIMITED
19 Melinda Street, Toronto Phone WAverley 2905

INVESTMENTS

Those desiring to invest for safety, marketability, diversification and yield, would do well to consider commitments at this time. Our suggestions sent on request.

MARA & McCARTHY

Members: Toronto Stock Exchange; Montreal Curb Market; The Canadian Commodity Exchange Inc.

LEIGH M. McCARTHY H. G. DAVIDSON JOHN A. MARA
CARSON McCORMACK H. G. STANTON

320 Bay Street, Toronto

Established in 1889
J. P. LANGLEY & CO.
C. P. ROBERTS, F.C.A.
Chartered Accountants
Offices
TORONTO — KIRKLAND LAKE

Provincial Paper Limited

Notice is hereby given that Regular Quarterly Dividend of 1¾% on Preferred Stock has been declared by PROVINCIAL PAPER LIMITED, payable January 2nd, 1936, to shareholders of record as at close of business December 14th, 1935.

(Signed) W. S. BARBER,
Secretary-Treasurer.

MINES

BY J. A. McRAE

GOLD production from the mines of Canada during October, with a value of $10,707,759, provides some idea of the growth taking place in this branch of the Canadian mining industry.

0 0

Gold output at the rate of $128,000,000 a year is a vast contribution to the national welfare of a country of 11,000,000 population. I have just concluded a visit to all the leading gold producing areas of Canada, and have included a number of the newer areas in the survey, and the tendency in all directions is toward further sharp increase in production.

0 0

New gold mines are being brought into production in unprecedented numbers in the history of the Dominion. Reasonable governmental co-operation could expedite the trend.

0 0

Ontario is setting the pace. This province alone produced $6,900,000 in gold during October, or at a rate of over $82,000,000 a year. Quebec was next in line with an output of $1,750,000, or a rate of over $21,000,000 a year. British Columbia followed with production at a rate of nearly $12,000,000 yearly.

0 0

The status of silver is far from being clear. Washington is still buying; the Orient is still crying; England appears to be smiling.

0 0

Nickel has come to be regarded as an outstanding metal in this metal age. Nickel is finding its way into a multiplicity of uses. Wherever the metal is employed it is adding to quality and durability.

0 0

Nickel has stood the test of widespread use, and the demand for this metal may be expected to receive great impetus from this date forward. Already International Nickel, with a finger on the pulse, so to speak, is building rapidly in an effort to meet the demand.

0 0

Falconbridge Nickel is working at utmost capacity. The ore resources justify a doubling of this rate of operation. The present equipment is capable of earning net profits of 5 cents a share on stock at $10. The question of further growth rests with a decision of directors and management in respect to an increase in smelting and refining facilities. This enlargement appears probable in due time.

0 0

Hollinger Consolidated, the first major gold producing enterprise to become established in Canada, beginning with nearly a quarter century ago, is still the second largest current producer—and, in addition to this, is one of the more aggressive developers of new gold mining prospects in Canada at this time. Noah Timmins, silver and gold mining pioneer, still directs the policy of the company, while John Knox is manager of the Hollinger mine itself.

0 0

Pickle Crow continues to open up rich ore in the main vein at the 500 ft. level. While the average width compares with that at upper levels, yet at one point there is a width of over eight feet carrying high grade.

0 0

Red Lake Gold Shore is making ready for a mill. The gold deposition occurs under somewhat different conditions than at other gold mines in this country, but the grade of ore is high.

0 0

Little Long Lac appears to have around $8,000,000 indicated in ore totalling nearly 500,000 tons. Grade is around $17 when taking in the widths of eight to over twenty feet. Added to this is a big width of much lower grade. It is just possible that if reduced to an average grade of ore comparable with that of Porcupine, it would be possible to mine widths of over 50 feet in Little Long Lac.

0 0

Eldorado will be in shape to begin the New Year with produc-

(*Continued on Page* 23)

GOLD & DROSS

subject to the jurisdiction of the Dominion Railway Board, this body follows the policy of allowing adjustments to permit of a proper return on investment capital.

Bell of Canada, as you probably know, owns and operates the principal telephone system in the provinces of Ontario and Quebec, and, through agreements, maintains connections with other systems. On December 31st, 1934, total stations of the system numbered 810,595 and 403 central offices were operated. The company has a service contract with American Telephone & Telegraph Company, which on December 31st last owned 24.2 per cent. of the Bell Company's capital stock, whereby the latter is entitled to receive the benefit of research and development work, etc., carried on by A. T. & T. Bell of Canada controls the Northern Electric Company Limited, an important producer of telephone and electrical equipment.

POTPOURRI

J. J., Foxboro, Ont. I can see little to commend an investment in McLAREN PORCUPINE GOLD MINES. Only preliminary surface work has been done during the past twenty-five years and this has not indicated importance. Recently the Milton Hersey Company of Montreal assumed responsibility for the management of the property which for the first time gives efficient technical direction but even this does not provide ore, and I consider it an unsuitable stock for anyone who is not prepared to lose.

J. F., Beamsville, Ont. While it is true that currently the outlook is not particularly bright, nevertheless I would recommend that you retain your first mortgage bonds of the YORK-ADELAIDE REALTY COMPANY LTD. I say this because while the earnings situation is not particularly favorable, nevertheless your security is a first mortgage and I certainly think that in the event of foreclosure you would make out much better than by disposing of your holdings at current nominal levels. You are quite right as to the high property valuation at the time of the issue of the bonds as compared with present values. For example, the York Garage, the building owned by the York-Adelaide Realty Company Ltd., was completed in 1926 and was erected at a cost of around $294,000. The cost of the land was $286,000, making a total cost of $580,000 on completion. The present assessed value is $330,000 which in turn compares with the $400,000 of first mortgage bonds outstanding. At the present time, I understand that the building is under the management of Imperial Oil Limited which is said to hold some of the junior securities. Competition from open-air parking stations has been severe in recent years, natural on account of the depression. At the present time surplus revenue has been devoted to the payment of tax arrears, the company having paid $1,200 per month on tax arrears and penalties during 1934, leaving total arrears as at December, 1934, at $40,214, made up of part of the 1932 taxes and those for 1933 and 1934. I understand that there will be no equity for shareholders or general mortgage bondholders if the first mortgage bondholders foreclose. No movement toward foreclosure has been made, to my knowledge. If and when this step is taken information should come from the Montreal Trust Company at Toronto, trustee for the bondholders.

G. M. C., Toronto, Ont. I do not claim to possess prophetic powers that enable me to look into the future and say to what levels this stock or that will reach in a well sponsored market. There is an old adage that "stocks do not go up, they are put up." Your observations respecting the advance of FALCONBRIDGE NICKEL from $3.75 to $8.60 in a few brief weeks well illustrate what can be accomplished without any increase in the value of production or intrinsic worth. There has been no increase in production, value of production, production facilities or ore reserves that would warrant any such advance in prices. True, earnings did jump in the third quarter of this year to 15 cents per share from 10 cents in the second quarter and 7 cents in the first quarter of the year. But there was no increase in the price of nickel in these periods, and the production of the metal remained almost constant during these three quarterly periods; in fact the nickel content of the matte produced in the last quarter of 1933 was only 18 per cent. less than that produced in the last quarter ended September 30 last, when 15 cents per share earnings were reported. The answer would seem therefore to lie in the sales of nickel. If you will look up the inventory as at December 31, 1934, you will see it was reported at *cost*, or $807,777, an increase over the previous year's inventory of $746,719. Given a period of good sales of nickel, drawing on this inventory would certainly produce a handsome profit. The buyers at last week's price of $8.60 per share already have a loss of 20 per cent. I still believe one finds the answer to an investment in terms of its intrinsic worth rather than in sudden market advances.

A. T., Campbellville, Ont. Obviously the 5 per cent. convertible notes of ROCKWOOD CORPORATION (CANADA) LIMITED are speculative and cannot be classified as an investment at the present stage. The company is evidently in process of formation and it is impossible for anyone to say at the present time what the outcome may be. I am informed, by engineering authorities, that the problem of this company will be chiefly one of marketing. There is no doubt as to the existence of ample supplies of raw material, which under proper conditions could be processed profitably. On the other hand, this company will come in direct competition with a number of other, and larger, firms operating in this field, producing not only similar materials but other insulating materials. There is no doubt, of course, as to the growing use of insulating materials, as pointed out in the prospectus, and assuming that the company can get into profitable production and establish a successful marketing organization, it might make money. There is one important omission in the prospectus, and that is the names of the officers or directors of the new company. Management is always important, but more particularly in the case of a company such as this one, in its initial stages. As to the point of marketability, certainly no market exists for the company's securities at the present time, and in all probability there would not be an established market until the company had gone into production and established a sound earnings record.

E. H. H., Montreal, Que. The chief interest of CASEY MOUNTAIN SYNDICATE is about one million shares of Casey Summit Gold Mines, which was being prepared for production a year ago and which ran into financial difficulties that necessitated a reorganization. A new company has been formed known as the ARGOSY MINES which has been steadily developing the property since early this year and is now preparing it for production. Casey Summit Gold Mines owns about one-third interest, or 1,150,000 shares, in Argosy. You will thus see that the Casey Mountain Syndicate is a holding company owning a one-fifth interest in a holding company. This dilutes the equity of Casey Mountain Syndicate very materially. I think you can rest assured that Argosy will come into production next year and be a profitable operation. It then remains for it to pay dividends to Casey Summit, and if the Casey Summit disburses this income to Casey Mountain it will then rest for officials of Casey Mountain to arrive at a decision whether to disburse this income to its shareholders. The outlook is not very bright for Casey Mountain shareholders, as you may deduce.

E. H., St. Thomas, Ont. I regard the capital stock of CANADA AND DOMINION SUGAR as attractive at current levels of around 60. It is true that the regular dividend rate is only $1.50 a share, indicating a yield of only 2.5 per cent., but in the fiscal year ended January 31st, 1935, two additional dividends totalling $1 were paid, making total dividends for the year $2.50, or a yield of 4.1 per cent. So far this year one extra of 50 cents has been paid and there is no reason to doubt that distribution should at least equal that of last year. In my opinion, the prospects are for moderate appreciation, although only a limited amount of the company's stock is held by the public and there is very little trading. Also I think it is reasonable to anticipate larger distribution in view of the company's strong earning power and excellent balance sheet position. As at January 31st last, the company reported total current assets of $13,861,891 against total current liabilities of only $1,829,897. Current assets included Dominion of Canada bonds carried at $9,874,157. The other stocks on your list are, in my opinion, all excellent buys and I do not think you would make any mistake in putting current funds into LAURA SECORD, LOBLAW, GOODYEAR preferred, or STEEL OF CANADA common.

J. D. H., Victoria, B.C. By Howe Sound Mining Company I presume you mean the HOWE SOUND COMPANY which in reality is a New York holding company owning control of the Britannia Mining & Smelting Company in British Columbia, a copper producer, as well as Mexican base metal mining operations. The future of the Howe Sound Company naturally is inseparably tied to higher prices for base metals, copper, lead and zinc, its chief products. There is indication of improved prices for these metals and the higher earnings of the company in its third quarter, ended September 30th last, prompted the increasing of the dividend rate by the declaration of a 30 cent bonus along with the regular 75 cent payment on September 30 last. Fortified with several important properties and good management the company has shown great ingenuity in reducing costs to keep producing during difficult periods for base metal properties. Once metal prices improve higher earnings are imminent through the increased efficiency occasioned by the difficult period the company has passed through. As a hedge on your investments, you might split it three ways and take equal commitments in Noranda or Dome. With NORANDA you have an unusual security, in that no matter whether it's copper or gold that advances in price, operations can be adjusted to take greatest advantage from the output of either of these metals. DOME is giving a very high yield at current prices and seems to possess ample security in the way of proven ore reserves.

B. H., Innerskill, Ont. I would suggest that you deposit your YORK TOWNSHIP bonds as requested by the bondholders' protective committee. Committees have been formed for practically all of Toronto suburban municipalities and in my opinion this move is in the right direction as the bondholders will then be in a position to negotiate with the municipalities. Under the Ontario laws financial settlements made by municipalities are binding where no objection is taken by the bondholders and the committees will enable the bondholders to make representations and thus in all probability obtain a better deal than could otherwise be secured.

W. G. C., Sarnia, Ont. HARKER GOLD MINES has some attraction as a long hold proposition. It has a very definite tonnage of ore in evidence that would be treated profitably under existing prices of gold. When the property was more or less abandoned in 1929, the then price of gold offered little hope for profitable operation. The main trouble with the company is that it needs money to get into production. Its chief asset, aside from its properties, is a big block of Greene-Stabell Mines shares. If this property comes into profitable production, and this depends on finding more ore, then Harker would have a real asset that could be converted into money to finance its own program. The first undertaking of J. E. Hammell, the president of both companies, is to try and put the Greene-Stabell on a profitable basis. To this end he is personally advancing $100,000 for a new shaft and development. Once this is accomplished he will doubtless then turn his attention to Harker.

Ottawa Conference Tackles Economic Ills

(*Continued from Page* 17)

were no definite proposals advanced at the Dominion-Provincial Conference respecting these matters. Nevertheless, it is understood that the Hon. Ernest Lapointe, Minister of Justice, who was chairman of the sub-conference on constitutional questions, is working on plans to meet any eventuality in this regard.

If the Supreme Court holds the social legislation referred to it is ultra vires of the federal authority, it is expected the next Dominion-Provincial Conference to be held in a few months will consider amendments to the British North America Act which should be sought in order to enable the Dominion Government to enact uniform labor laws, and a statute to govern the marketing of natural products.

In respect to the desirability of uniform labor laws federal in origin, rather than provincial, there appears to be a general unanimity of opinion. This means, of course, that with the final establishment of federal authority in the field of social legislation, and the enactment of Dominion statutes governing minimum wages and hours of labor, that provincial labor codes such as the Industrial Standards Act of Ontario, and the Act Respecting the Extension of Collective Labor Agreements of Quebec will be superseded.

The present effect of codes in the clothing industry, for example, in Quebec and Ontario, is such as to place the factories operating in these provinces at a disadvantage in competing with those of Manitoba, where there are no such labor codes.

The writer took occasion, when in Ottawa last week, to ask Premier John Bracken of Manitoba whether his government was contemplating industrial codes, and he replied in the negative, adding, "We'll let the other provinces experiment with them first."

From the consensus of opinion as unofficially expressed by several prominent delegates to the Conference, the writer understands that the experiment with industrial labor codes in Ontario and Quebec has not been particularly illuminating to the government heads of other provinces.

There was no denying the fact that exploitation of labor, where it exists, could be effectively dealt with by legislative enactment, but the need for a well-considered and carefully-drafted federal statute for this purpose was stressed, rather than a multiplicity of provincial labor codes.

One legislator of prominence, who cannot be quoted for obvious reasons, was very outspoken in his condemnation of the regimentation of business by legislation which curbs business enterprise and places impossible barriers to its profitable conduct.

One may reasonably assume from the present trend of well-informed opinion in high places that labor codes as we now have them in Ontario and Quebec are doomed to an early demise, and that they will be replaced as soon as the competency of the federal authority to enact labor laws is established either by the Supreme Court of

(*Continued on Page* 24)

City of Montreal
The Largest City in Canada

Industrial, commercial and financial activities in Montreal, together with its transportation facilities, population and wealth, combine to make Montreal the most important city in Canada and one of the leading cities on this continent.

New Issue
City of Montreal
3% Bonds, due December 15th, 1942
Price: 97.22 and interest, yielding 3.45%
3½% Bonds, due December 15th, 1947
Price: 97.13 and interest, yielding 3.80%
Denominations: $1,000 and $500

Telephone or telegraph orders at our expense.

Wood, Gundy & Company Limited
Toronto Montreal Winnipeg London, Eng. — 36 King Street West, Toronto — Telephone: Elgin 4321 — Ottawa Hamilton Vancouver London, Ont.

SECURITY - EARNINGS
YIELD - MARKETABILITY

Lower St. Lawrence Power Co.
5% First Mortgage Bonds
Due October 1, 1955 Price: 100

An electric light company distributing over 96% of its power load to the small consumer in Quebec.

McLEOD, YOUNG, WEIR & CO.
LIMITED
Metropolitan Building, Toronto
Ottawa Montreal — Telephone: Elgin 0161 — London Hamilton

WHEAT and IMPLEMENTS

During the last five years, low prices prevailing for farm products prohibited the normal replacement of farm implements. The higher world prices of to-day, however, reverse this situation and farm implement manufacturers are enjoying greatly increased business as a result.

Write for an analysis of

Massey-Harris
Company, Limited
5% Preferred Stock

Gairdner & Company
Limited
Government, Municipal and Corporation Securities
320 Bay St. Toronto, Ont. — 360 St. James St. Montreal, Que.

FASTER CONNECTION for EUROPE

LEAVE TORONTO TODAY

ARRIVE SAINT JOHN TOMORROW

Canadian Pacific now saves Europe-bound passengers another business day in Toronto. At 4 o'clock this afternoon you can sink down into the embracing depths of a restful chair and speed eastward. By bed-time you can be in Montreal . . . and early tomorrow afternoon, in Saint John—at shipside. Canadian Pacific now takes you there in less than 22 luxurious hours.

Canadian Pacific
WORLD'S GREATEST TRAVEL SYSTEM

In Windsor enjoy
NORTON PALMER
Hospitality

The business and social centre of the city. 350 spacious, airy guest rooms. Soft beds and quiet corridors. Service that always satisfies. A really good cafeteria. Dance while you dine in the luxurious English Grill.

RATES

Single	$1.50	$6.00
Double	$2.50	$8.00
Twin	$4.00	$6.00

5 IMPORTANT FACTS

1 The Canadian Fire commenced in 1895.
2 Best's Insurance Rating — 'A' + (Excellent).
3 The Company's first consideration in its investments is security.
4 For every $1.00 of liabilities the Company has assets of $3.12.
5 This is our 40th ANNIVERSARY.

THE CANADIAN FIRE INSURANCE COMPANY
Winnipeg Calgary
Toronto Vancouver

You cannot foresee—but you CAN be protected

THE COMMERCIAL TRAVELERS
MUTUAL ACCIDENT ASSOCIATION of AMERICA
H. E. TREVVETT, Secretary
140 Wellington Street, OTTAWA, ONTARIO

THE LONDON & LANCASHIRE INSURANCE Co. LTD.
Security $72,943,144
W. R. HOUGHTON, MANAGER

United States Fidelity & Guaranty Company
TORONTO

YEAR END VALUATION OF SECURITIES

DOMINION Superintendent of Insurance G. D. Finlayson has recently issued the following memorandum for insurance companies:

"The Minister of Finance, under section 67 of The Canadian and British Insurance Companies Act, 1932, as amended, and section 25 of The Foreign Insurance Companies Act, 1932, as amended, has authorized for those companies desiring to use the same the following methods basis of valuation of securities for the annual statements to be filed with the Department as at December 31st, 1935.

"For bonds, debentures and stocks:

(a) held on December 31st, 1934, and not since disposed of, the values authorized as at the said date;

(b) acquired since December 31st, 1934, the purchase price or book value as at December 31st, 1935, whichever is the lower.

"The authorization of the foregoing basis of values is subject to the condition that any company adopting the said basis shall apply an amount at least equal to the amount of the net book value surplus earned during the year 1935 to write down the book values and reduce the said authorized values of securities or other assets or to create reserves against the same and that no such company shall, for the year 1936, increase its present scale of dividends to either its shareholders or policyholders.

"Companies using market values in the preparation of their annual statements will receive in due course the Department's usual volume of valuations and should show the said values in their investment schedules, but the Department would suggest that in cases in which the aggregate market value of securities exceeds the aggregate book value the excess be not extended so as to increase the book value surplus shown in the statement."

Concerning Insurance

Liability of Public Utilities

Utility Company Held Liable for Damages in Hotel Fire Caused by Escape of Gas from its Main

BY GEORGE GILBERT

THAT property damage liability protection is needed by corporations operating public utilities as well as by other manufacturers and contractors has been made plain by a recent case which was taken from the Alberta Supreme Court to the Judicial Committee of the Privy Council for final decision.

In the original action which was brought by the London Guarantee and Accident Company, Limited, and others, including over thirty other insurers, against the Northwestern Utilities, Limited, damages were claimed for property destroyed or damaged by fire caused by an escape of gas from the utility company's main. The trial judge, Mr. Justice Ford, decided in favor of the utility company, but, on appeal, the Appellate Division of the Supreme Court of Alberta by a majority ordered judgment to be entered for the insurance company and others, the amount of damages to be assessed.

In the Privy Council the appeal was heard before the Lord Chancellor (Viscount Hailsham), Lord Blanesburgh and Lord Wright. A judgment prepared by Lord Wright was delivered. In the course of the judgment it was stated that the action out of which the appeal arose was brought by the respondents as, respectively, owners of property in the city of Edmonton, Alberta, and their insurers. They claimed that the property had been destroyed or damaged by a fire due to an escape of gas from the gas main of the appellants for which the appellants were liable.

It was also stated that the damages claimed amounted to $320,278.63, but that all questions of amount were reserved. The appellants were a public utility company incorporated under the Dominion Companies Act. They distributed natural gas under a franchise granted to their predecessors in title, the Northern Alberta Natural Gas Development Company, Limited, by the city of Edmonton in November, 1915. Under that franchise, the city granted to the company the full power to pull down, take up, repair, maintain or operate, their gas pipe lines along, through, or under the streets or other public places within the city for the purpose of supplying natural gas to consumers, with power to break up the surface and make necessary excavations for that purpose.

IN AUGUST, 1923, the utility company laid a 12-in. intermediate pressure gas main along an unpaved lane in Edmonton, south of Jasper Avenue, and running at right angles into 107th Street. The main was laid at a depth of 3 ft. 6 in., and in the pipe were three welded joints. About the same level below the ground and not far away from this main, the utility company also laid a low pressure lateral main. There was also a wooden conduit laid by the city to contain the cables for the street railway.

Between February and April 1931 the city proceeded to construct a storm sewer system in the region of the utility company's mains. These underground operations were immediately beneath the gas mains and in the way of the centre welded joint.

In February, 1932, it was discovered that gas from the utility company's system was escaping into the Corona Hotel, which belonged to one of the respondents. The gas ignited and the hotel was burned down, and adjoining property was damaged. It was found on examination that the centre welded joint of the pipe line of the 12-in. main had given way, the pipe in that vicinity having sagged 6½ in. Hence the escape of gas which had percolated through the soil and penetrated into the hotel basement.

It was pointed out in the judgment that the claim against the utility company was based on various causes of action: (1) for permitting gas, a dangerous substance, to escape; (2) for breach of Section 13 of the Water Gas Act; (3) for nuisance, public or private; and (4) for negligence in construction or maintenance of the system, or in failing to odorize the gas, or in failing to locate their pipes below the frost line, or to repair and maintain their pipes.

The main defence of the utility company was that the breaking of the joint in the pipe was solely due to the action of the city in letting down the soil under the pipe by the negligent and improper way in which they excavated the weir chamber and tunnel under the gas main without providing adequate support.

IN EXPLAINING the principles of law which, in their Lordships' opinion, were applicable, Lord Wright said that gas was a dangerous thing, within the rules applicable to things dangerous in themselves, was beyond question. Thus the utility company, who were carrying in their mains the inflammable and explosive gas, were *prima facie* within the principle of Rylands v. Fletcher. That was to say, that though they were doing nothing wrongful in carrying the dangerous thing so long as they kept it in their pipes, they came *prima facie* within the rule of strict liability if the gas escaped. The rule was not limited to cases where the defendant had been carrying or accumulating the dangerous thing on his own land. It applied equally to a case like the present, where the appellants were carrying the gas in mains laid in the property of the city (that was in the subsoil) in exercise of a franchise to do so.

Dealing with the issues of fact, Lord Wright said that the respondents had contended that the original construction of the pipe line was improper and that the damage was solely caused thereby. On the other hand, the appellants had contended that not only was their original construction proper, but that the breaking of the pipe was solely due to the ground beneath it being let down by the new sewerage works constructed by the city in 1931.

Their Lordships were in agreement with the finding of the trial judge, that the operations of the city of Edmonton were the cause of the break in the welded joint through which the gas leaked. Then there remained the further point which was, that, assuming the city in fact let down the ground and caused the pipe to leak, still the utility company should have foreseen and guarded against the risk of their pipes being affected.

The authorities showed, said Lord Wright, that though the act of a third party might be relied on by way of defence in cases of that type, the defendant might still be held liable in negligence if he failed in foreseeing and guarding against the consequences to his works of that third party's act. The question in these proceedings was between the respondents as or representing property owners, and the appellants as undertakers. The appellants owed a duty to the respondents, even though the case fell outside the rule of strict or absolute liability, to exercise all care and skill that those owners should not be damaged. In ordinary course, the city might at any time be conducting operations in connection with their sewers in the vicinity of the appellants' mains, and it was the appellants' duty to watch such operations.

It was, in their Lordships' judgment, impossible now for the utility company to protest that they could have done nothing effective to prevent the accident, and in any case their Lordships could not accept that as the true view, and were of the opinion that the appeal should be dismissed. Respondents, however, had failed on the issue whether the breaking of the pipe was due to the fault of the city or of the appellants, and the costs to be paid by appellants ought to be reduced accordingly. In the result the appeal was dismissed, and appellants were ordered to pay to respondents two-thirds of their costs of the appeal.

• •

60TH ANNIVERSARY BANQUET

THE Boiler Inspection and Insurance Company of Canada held the most outstanding social event in its history when it officially celebrated its sixtieth anniversary by a banquet at the Royal York Hotel, Toronto, on Tuesday, December 10th.

President H. N. Roberts and Mrs. Roberts and the entire staff of the Toronto office and their wives were present, making a total of sixty-four persons. Among the guests were Mr. W. R. C. Corson, President of The Hartford Steam Boiler Inspection and Insurance Company, and Mrs. Corson; Mr. J. R. L. Starr, K.C., and Mrs. Starr; Mr. Rolph Corson and Mrs. Corson; the last two named gentlemen being directors of the company.

GEORGE H. HUNT, Superintendent of Agents, the Imperial Life Assurance Company of Canada, who has been elected Vice-Chairman of the Board of the Life Insurance Sales Research Bureau, an international co-operative association, with headquarters at Hartford, Conn.

Many telegrams and flowers were received from absent friends. Short speeches were made by President Roberts and Mr. W. R. C. Corson, winding up with a speech by Chief Engineer L. T. Gregg, who, on behalf of the staff, presented Mr. Roberts with a very handsome Sheffield plate cocktail tray suitably engraved as an expression of the esteem in which the staff hold him.

INSURANCE INQUIRIES

Editor, Concerning Insurance:

I have been approached by a representative of the Continental Casualty Company with a view to taking out one of their "Empire" Income Protection policies.

At the present time I am carrying a sickness and accident policy with the Western Mutual Casualty Company. However, there seems to be a lack of confidence in this company's ability to take care of claims promptly, so I am thinking of changing.

Would you please be good enough to inform me as to your opinion of the Continental Casualty Company and whether or not you would recommend a policy as above mentioned.

W. J. M., Regina, Sask.

Continental Casualty Company, with head office at Hammond, Indiana, and Canadian head office at Toronto, was incorporated in 1897 and has been doing business in Canada since 1917. It is regularly licensed in this country for accident, automobile (excluding fire coverage), burglary, plate glass and sickness insurance, and has a deposit with the Government at Ottawa of $545,000 for the protection of Canadian policyholders.

At the end of 1934 its total assets in Canada were $650,914, while its total liabilities in this country amounted to $292,207, showing a surplus here of $358,707. Its head office financial statement shows total admitted assets of $21,717,778; total liabilities except capital, $17,242,504; surplus as regards policyholders, $4,475,274; capital paid up, $1,750,000; net surplus over capital, unearned premiums and all liabilities, $2,725,274.

Policyholders are amply protected, and the company is safe to insure with. All claims are readily collectable.

•

Editor, Concerning Insurance:

I have available about $100 a year for savings. I am considering putting it into a mortgage investment certificate, in which the money will accumulate at compound interest at a rate considerably higher than allowed on a savings account in a bank. Is there a Government annuity which you think would answer my purposes, as I am anxious to get absolute security if I can.

B. C. M., Welland, Ont.

If ordinarily strong security would be satisfactory, a mortgage investment certificate would meet your requirements. But if absolute security is desired, I would rather recommend the purchase of a deferred Dominion Government Annuity on the 10-year guaranteed plan, the annuity to commence at age 70, and guaranteed for ten years in any event.

At age 62, the yearly cost of such an annuity, payable in quarterly installments of $25 each, is $100.76. That is, you would make eight payments of $100.76 each, amounting in all to $805.08, and at age 70 you would be entitled to draw $100 a year for life, payable in quarterly installments of $25.

Should you die at any time before you have made the last payment on the annuity, all that you have paid in will be returned to your heirs with 4% compound interest. If you should die after you

"If" MEN

Some men qualify every statement with "if".
"My boy will go to college *if* I live."
"I shall leave ample provision for my family *if* I can save so much for so many years."
"I shall have an adequate income to retire on *if* I don't lose anything on any investments."

There need be no *"if"*. Life assurance guarantees these things. It is the only way by which you may be *certain* that the plans you have made for your family and yourself will be carried out, whether you live or not. You can make sure through life assurance.

The Sun Life Assurance Company of Canada has a practical plan for every purpose. Let the nearest Sun Life agent work out one to suit your own particular needs.

Sun Life Assurance Company of Canada
Head Office Montreal

The Independent Order of Foresters

Issues the Four Square Protective Certificate, in amounts from $1000 to $5000, paid-up at sixty-five, with Double Indemnity features. It provides complete protection, with Disability and Old Age Benefits.

Associated with membership are many valuable Fraternal Benefits, including a Sanatorium for members suffering from Tuberculosis; the upbringing and education of Full Orphans, Homes for Aged Members, the services of a Cancer Clinic and, in many jurisdictions, Medical Attendance, and Sick and Surgical Benefits.

FRANK E. HAND, Supreme Chief Ranger
HEAD OFFICE, TORONTO, CANADA

STABILITY

The *Unknown* Factor In Business Planning

The best laid plans for building or conserving financial strength, for expanding or carrying on operations, rest upon the lives of men, and no man, in advance, can compute this human element with precision. The uncertainty of life is the unknown factor in every business equation.

Great-West Life business insurance contracts offer you necessary safeguards against the hazards of uncertainty. An enquiry addressed to Head Office or our nearest Branch will bring you full information on this subject.

THE GREAT-WEST LIFE ASSURANCE COMPANY
HEAD OFFICE...WINNIPEG, CANADA

OPERATING FROM ATLANTIC TO PACIFIC
"Canada's Largest Fire Mutual"
The WAWANESA MUTUAL INSURANCE CO.
Ranks 3rd against all companies on total volume of fire business written in Canada.
FIRE WINDSTORM AUTOMOBILE
Reliable Agents wanted in Districts not now Served.
Head Office—WAWANESA, Man.
Eastern Office—341 Church St., Toronto, Ont.
Branches also at Vancouver, B.C.; Edmonton, Alta.; Regina, Sask.; Winnipeg, Man.; Montreal, P.Q.; and Saint John, N.B.

THE OLDEST INSURANCE OFFICE IN THE WORLD
SUN INSURANCE OFFICE LTD.
FOUNDED 1710
FIRE AND CASUALTY
TORONTO MONTREAL WINNIPEG EDMONTON VANCOUVER
ROBERT LYNCH STAILING Manager for Canada
1710 225TH ANNIVERSARY 1935

THE
GENERAL ACCIDENT
ASSURANCE COMPANY
OF CANADA

The Burden of Public Liability

We are all legally responsible for our actions, whether considered or unconsidered, as they affect the public. Awards for damages up to $50,000 have been made by Canadian courts. This company is organized to shift the burden of public liability from individual shoulders. Our public liability policy offers the soundest economical way to meet such responsibilities as entailed in ownership of motor cars, elevators, buildings or properties of any kind in contact with the public.

THE GENERAL ACCIDENT ASSURANCE COMPANY OF CANADA
HEAD OFFICE:
GENERAL ASSURANCE BUILDING, TORONTO
Branches at: Montreal, Ottawa, Hamilton, Winnipeg, Saskatoon, Calgary, Vancouver.

We offer every facility to both the Assured and the Agent—satisfying the growing demand for purely Canadian Insurance.
The Casualty Company of Canada
HEAD OFFICE - - - TORONTO
Everything but Life Insurance—Agency Correspondence invited.
GEORGE H. GOODERHAM, President. A. W. EASTMURE, Managing Director.

To All Our Policyholders

throughout Canada from coast to coast we extend Greetings and all Good Wishes for a Happy Christmas Season and a Prosperous New Year.

The DOMINION of CANADA
GENERAL INSURANCE CO.
Established 1887
HEAD OFFICE — TORONTO
Montreal, Ottawa, Hamilton, London, Winnipeg, Calgary, and Vancouver

CENTRAL MANUFACTURERS
Mutual Insurance Company
1201 Concourse Building—TORONTO—Elgin 7207
MUTUAL FIRE and AUTOMOBILE INSURANCE
Net Cash Surplus, $2,041,252.56 Policies Non-Assessable
Annual Cash Dividends Since 1876; Present Rate 25%

ALLIANCE ASSURANCE COMPANY LTD.
of London, England
Established 1824
ASSETS (INCLUDING LIFE FUNDS) EXCEED $150,000,000
FIRE - AUTOMOBILE - CASUALTY
Head Office for Canada—MONTREAL—E. E. KENYON, Manager
Applications for Agencies Invited
Toronto General Agents—ALFRED W. SMITH, SON & RIDOUT, LTD.—36 Toronto St.—Phone ELgin 5445

A STRONG CANADIAN COMPANY
PILOT POLICIES PROTECT
Automobile, Fire, Accident, Burglary, Plate Glass, Liability Insurance
Fidelity and Surety Bonds
International Claim Service on Automobile Policies
Inquiries for Agencies Invited
HEAD OFFICE: 199 BAY ST., TORONTO
Norman G. Duffett, Vice-Pres. and Gen. Mgr.
T. W. McIntosh, Supt. of Agencies.
PILOT INSURANCE COMPANY

Insure AT COST! FIRE, TORNADO and SPRINKLER LEAKAGE INSURANCE
20 to 30% DIVIDENDS AT STANDARD RATES
MILLOWNERS MUTUAL FIRE INSURANCE CO.
CANADIAN HEAD OFFICE: HAMILTON ONT.
Inquiries invited from established Agencies in every Province

NORTHWESTERN MUTUAL FIRE ASSOCIATION
SEATTLE WASHINGTON
BRANCH OFFICES
TORONTO
HAMILTON
OTTAWA
VANCOUVER
VICTORIA
EDMONTON
CALGARY
SASKATOON
WINNIPEG
MONTREAL
QUEBEC CITY
ST. JOHN
HALIFAX
WRITING FIRE AND AUTOMOBILE INSURANCE AT COST, ASSETS $5,183,603.19
ALL POLICIES NON-ASSESSABLE PAYING DIVIDENDS RANGING FROM 20% TO 30% ON RENEWALS

have made the last payment and just before the annuity begins, $1,157.76 will be returned to your heirs for the $805.08 you will have paid in.

If you die within the first ten years after the annuity becomes payable, the payments will be continued for the full ten years as you may direct. The annuity, of course, will be paid to you, $25 per quarter, however long you may live after reaching age 70. I do not know of anything else which with absolute safety will give you as large a return for the yearly payment of $100.76 at your age.

•

Editor, Concerning Insurance:

I would like to get your opinion concerning La Prevoyance (The Provident) of Montreal, for insurance of fire risks.

—B. E. J., Victoriaville, Que.

La Prevoyance, or, in English, The Provident Assurance Company, with head office at Montreal, has been in business since 1906, and operates under Provincial charter and licence, and not under Dominion charter and registry.

At the end of 1934, its total admitted assets were $1,276,779.81, while its total liabilities except capital amounted to $1,064,639.67, showing a surplus as regards policyholders of $212,140.14. The paid up capital amounted to $304,780, and showed an impairment of $92,639.86. Since the beginning of 1935, I am informed, an additional amount of $100,000 has been called up on the capital, so that the surplus as regards policyholders has been increased by that sum. In view of the fact that last year the company showed a loss on its underwriting operations of $143,808.68, and a net loss on the year of $162,363.50, it would appear that a substantial improvement in the management of its affairs will have to be effected without delay if it is to continue to enjoy the confidence of the insuring public.

•

Editor, Concerning Insurance:

Kindly let me know the standing of the Equitable Life Insurance Co., with head office at Kitchener, Ont., and oblige.

W. N. R., Edmonton, Alta.

No doubt the company you have reference to is the Ontario Equitable Life and Accident Insurance Company, with head office at Waterloo, Ont. This company has been in business since 1920, and operates under Provincial charter and licence. It sells only non-par low rate policies under which all values are guaranteed and the net cost does not fluctuate.

At the end of 1934 its total assets were $9,127,866, while its total liabilities except capital amounted to $8,395,921, showing a surplus as regards policyholders of $731,946. As the paid up capital amounted to $655,586, there was thus a net surplus of $76,360 over capital, policy reserves, investment reserve, and all liabilities. Total receipts in 1934 were $1,606,103, while the total disbursements amounted to $1,028,066, showing an excess of receipts over disbursements of $578,036. The company occupies a strong business and financial position, and is safe to insure with.

•

Editor, Concerning Insurance:

Will you kindly advise me what would be the paid-up value or cash value, if any, on a Sons of Scotland Benevolent Association's certificate issued in 1906 at age 49?

M. B. B., Kingston, Ont.

Sons of Scotland Benevolent Association grants paid up values at the end of five years on all certificates, while cash values are granted on endowment certificates at the end of ten years, and on whole life certificates at the end of twenty years.

What the paid up and cash values are on a particular certificate may be ascertained by addressing the Sons of Scotland Benevolent Association, 44 Victoria St., Toronto, and identifying the certificate.

•

Editor, Concerning Insurance:

Will you be good enough to advise me whether First American Fire Insurance Co. is a satisfactory and safe company in which to insure a Toronto residence for $7,000?

D. S. G., Toronto, Ont.

First American Fire Insurance Company, with head office at New York and Canadian head office at Montreal, is regularly licensed in Canada, and has a deposit with the Government at Ottawa of $214,000 for the protection of Canadian policyholders.

It occupies a strong financial position, and is safe to insure with. Its total assets in Canada at the end of 1934 were $248,851.99, while its total liabilities here amounted to $31,883.42, showing a surplus in this country of $216,968.57. Its head office financial statement shows total assets of $3,823,800; total liabilities except capital, $1,072,126; surplus as regards policyholders, $2,751,674; capital paid up, $1,000,000; net surplus over capital and all liabilities, $1,751,674.

CAPITAL'S RISK IN BUSINESS

(Continued from Page 17)

$76,100,000, or by about 77 per cent., while the margin over raw materials and labor rose from $5,600,000 to $10,500,000, or by 87 per cent. In farm implements, there was a recovery in value of production from $5,300,000 in 1933 to $8,700,000 in 1934, or a gain of $3,400,000. Cost of raw materials increased by only $1,400,000, and wages and salaries by $900,000, leaving an additional revenue of $1,100,000 available for other expenses.

The above are merely statistical illustrations of well known economic facts. Capital assumes the risk in business, for it goes into "fixed" forms from which it can seldom be recovered. Raw materials and supplies are paid for as bought. Employees get their remuneration from week to week or from month to month. If expenditures exceed revenue, capital stands the loss. The only gain to capital, i.e., to the shareholders, is when there is a substantial balance over all expenses. Some undertakings, especially public utilities, maintain such stability in business and earnings in relation to expenditures that they can establish long records of continuous dividend payment. The Bell Telephone Company has paid a rate of 6 per cent. or higher on its stock for more than forty years back. Occasionally something happens to interrupt such a record. Canadian Pacific Railway disbursements to shareholders extended over a period of just about fifty years, until omitted in 1932. But in industrial undertakings, though a considerable proportion maintain some stability in profits, or, as in the case of Dominion Bridge, draw liberally from surplus to pay dividends in bad times, there is a tendency for the shareholders to be more directly dependent upon the current experience of the industry. The Ford Motor Company of Canada distributed as much as $3,483,316 to its shareholders in one recent year (1930), but paid nothing at all in 1928, 1929, or 1932. Massey-Harris Company Ltd., paid its common shareholders nearly $3,000,000 in the 1929-30 period, but was obliged to drop preferred as well as common dividends not long afterwards. International Nickel common stock, which has been in the market limelight in recent weeks, was one of the biggest dividend payers in the 1925-29 period of prosperity, but dropped out of the paying class entirely in 1932 and 1933, to come back into it with the resumption of a common stock dividend early in 1934.

The evidence therefore points definitely to the conclusion that the period ahead will not be one of profitless prosperity—that volume alone should mean profits, dividends and even bonuses—while if in addition we should have a price rise based on depreciated currency, the results to shareholders will be still more pronounced.

This is all contingent upon our governments recognizing that earnings and profits are essential, and that the system of taxation must leave to investors a return which will be as good as they can get in other markets; otherwise, capital will move to other countries, and will take with it the earnings and profits of good times.

Table 1
AUTOMOBILE MANUFACTURING
(Millions of Dollars)

Year	Production	Materials	Labor	Margin
1922	81.9	54.4	11.3	16.2
1923	96.6	71.8	15.0	9.8
1924	88.5	61.1	11.2	16.2
1925	110.8	74.2	17.2	19.4
1926	133.6	89.4	19.6	24.6
1927	128.7	88.4	18.9	21.4
1928	162.9	114.9	29.5	18.5
1929	177.3	120.3	26.9	30.1
1930	101.7	66.9	19.5	15.3
1931	59.7	36.5	13.1	10.1
1932	42.8	28.3	11.4	3.1
1933	42.9	28.7	8.6	5.6
1934	76.1	52.7	12.9	10.5

Table 2
FARM IMPLEMENT MANUFACTURING
(Millions of Dollars)

Year	Production	Materials	Labor	Margin
1922	18.3	8.0	7.1	3.2
1923	26.0	11.6	9.1	5.3
1924	26.4	11.7	8.2	6.5
1925	24.8	11.1	9.1	4.6
1926	38.3	18.2	12.6	7.5
1927	43.0	19.3	13.3	10.4
1928	41.2	17.6	13.6	10.0
1929	40.7	19.0	14.8	6.9
1930	26.9	11.1	9.6	5.9
1931	11.2	3.6	5.0	2.6
1932	5.5	1.9	3.1	.5
1933	5.3	2.2	3.0	.1
1934	8.7	3.6	3.9	1.2

Federal Fire Insurance Company of Canada
— FIRE — BURGLARY
PLATE GLASS LIABILITY
HEAD OFFICE - TORONTO
AN ALL CANADIAN COMPANY
W. S. MORDEN, President H. BEGG, Managing Director

Quote Lord Strathcona!

Urge your clients to take out adequate insurance coverage against all hazards! Quote the following thought expressed by Lord Strathcona:—

"Better have insurance a hundred years and not need it than to need it for one moment and not have it."

Agents wishing to represent this company are invited to write to the head office for Canada.

Great American
Insurance Company
New York
INCORPORATED 1872
Head Office for Canada: 465 St. John St., Montreal
ADAM McBRIDE, Manager HERBERT C. BOURNE, Associate Manager
TORONTO WINNIPEG VANCOUVER
FIRE - AUTOMOBILE - HAIL
INLAND TRANSPORTATION

We Wish Our Policy Holders and Agents
A Merry Christmas
UNION INSURANCE SOCIETY OF CANTON LIMITED
COLIN E. SWORD
Manager for Canada

We Extend the Season's Greetings
to our Agents throughout the Dominion
J. H. RIDDEL, Manager
S. FAIRLEY, Secretary
EAGLE STAR & BRITISH DOMINIONS INSURANCE COMPANY LTD
1807
And Affiliated Companies
HEAD OFFICE FOR CANADA 217 BAY ST., TORONTO

What is a good idea for Christmas?

Open a savings account for wife, son or daughter and present the pass book Christmas morning.

The Habit of Saving
Is a Step to Success

103

IMPERIAL BANK OF CANADA
HEAD OFFICE - TORONTO
BRANCHES THROUGHOUT CANADA

WHOLE COMMUNITY HELPED BY CHAIN PRESENCE

BY ROBERT CRAMPTON

ONE of the hopeful signs for the future of the retail trade is that a large part of the fear among local merchants that used to be occasioned when a chain store was established in a neighborhood has been dispelled by the history of events. During times of depression there is a tendency to resent the presence in a community of any business whose control is from outside. This parochial spirit becomes increasingly evident if the depression persists in spite of the fact that in normal times the towns and cities of Canada have welcomed capital from outside their boundaries for the establishment of new business within.

The particular reason why the competent independent merchant no longer fears the presence of chain stores in his neighborhood is that the chain, as a consistent and powerful advertiser, attracts more trade to the district than existed prior to chain advent. Of course, if a merchant is not alive to his job, he will resent the introduction of competition which makes life more difficult for him. This competition often is chain store competition, but it is not always so. There always are live independent merchants seeking likely locations, and there are no likelier locations than districts which theretofor have been served inadequately by stores poorly run. The spirit of parochialism has probably inspired most of the propaganda which has endeavored to convince Mr. and Mrs. Consumer that there is something unpatriotic in dealing with chain store organizations which are controlled and directed by investors and executives who do not get their mail from the local postoffice.

If it will be granted that the merchant, chain or independent, who suits the customer best as to goods, service and price deserves that customer's business, it may be pointed out that the "patriotic" argument is a hoary fallacy which benefits no one except the incompetent merchant who hopes, usually in vain, to keep the bailiff out by getting business on a sympathy basis. The fact is that no neighborhood is injured by patronage of a store owned by someone outside the community, and there is a positive benefit to the community if the prices in the "foreign" owned store are lower than the prices in the store owned locally.

The fallacy gains some ground doubtless because the average person unconsciously assumes that the money spent in a locally owned store stays in the local community, while the money spent in a store owned elsewhere all goes elsewhere. But the amounts which go outside from one type of store differ very slightly, if at all, from the amounts which are sent outside from another type of store.

COST OF GOODS MAIN ITEM

THE largest item of cost of operating any retail establishment is the cost of goods. The goods may come from Australia or the local factory. If they come from the local factory it is so much the better for the community, but even in that case it is improbable that all of the raw materials are produced locally. And if the local factory has a mortgage on it, it is possible that an insurance company with head offices in Toronto or Montreal or London or New York is getting some of the money which goes into the local factory.

It is the same with the locally owned store. The cost of the goods must be paid to a wholesaler in a city and the wholesaler distributes it widely to the canning company, the sugar refinery and, indirectly, to the growers of figs in Smyrna and sugar in the West Indies. The store owner also may have a mortgage on his building, with interest payments going to the city. When he buys furnishings for his home, or a new automobile, the money is sent outside the local community. And if, as sometimes happened in the old days, he was exacting a high profit on the goods he sold to his neighbors and friends, the money which made him more prosperous than the average person in his community came out of the people of that community.

Retaining the profits in the community is of much less consequence to all the people of the community than the maintenance of reasonably low prices on the goods that are bought. As has been pointed out in previous articles in this series, the chain store system revolutionized the retail business by the establishment of the sound principle that profits should be derived from a low profit margin on a high volume of sales, rather than on a high profit margin on whatever volume of sales could be obtained in spite of high prices. So even if it is asserted that all the profits of the chain stores go elsewhere, the chain system leaves more cash in a local community by reason of not exacting it from the consumers in the form of high prices. And if, as is the case with most of the chain-store companies, the shares are widely distributed among the public, the profits in the form of dividends are shared by many people living in hundreds of different localities.

CAPITAL COST IS LOW

THIS writer and others who have considered the question calmly cannot see the slightest harm in the fact that many of the largest companies serving the Canadian consumer are affiliated with, or are controlled by, companies with head offices in New York or London, or that a Quebec town has a branch of a company with head offices in Toronto, or that a Winnipeg chain is directed from Vancouver and that the Vancouver administration is subordinate to a board of directors meeting in a United States city. It is better for this country that these companies derive some profit from their Canadian subsidiaries.

The main reasons for this are: first, it costs us less than 4 per cent annually for the use of several billions of foreign capital; second, Canadian development is aided greatly when outside capital seeks investment here; and, thirdly, the best way to attract new capital from outside is to have the existing foreign capital invested here safely and profitably. If Canada became known as a country where capital is not safe, the inflow which is characteristic of, and a factor in, our prosperous years will soon dry up.

THE point was expressed very well in a recent address by John A. Logan before the American Marketing Society in Atlantic City. Mr. Logan said: "No community is entirely self-sufficient or should it be for the welfare of the nation. In consideration of the charge that some employees of large-scale merchandisers are not natives of the community in which they are working, is it not well to consider the progress which this nation might have made if the citizens of each community had confined their patronage and their investments solely to the products and institutions of that community? How would the schools, municipal buildings, roads, railroads, public utilities and factories have been financed if funds had not been available from other parts of the country? If the community had depended entirely upon funds from the local community and from local merchants, how possible would such improvements have been? And is it not reasonable to expect also that when local merchants are successful and acquire funds for investment they do not keep all of their funds invested purely in local enterprises, but seek investments outside of their community? Is this not sound business practice? These obvious facts are apparently forgotten by antagonists of the chain store system and other large-scale merchandising operations who also forget the funds which are contributed to each community in the form of wages, rent, taxes, advertising and commodity costs which large-scale distributors located in the community contribute to the welfare of that community."

GOOD ADVERTISEMENT FOR CANADA

WHEN capital comes into the country it means more employment for Canadians. Seldom are more than a few men and women sent into the country from outside and even the few that come are from that time forward residents in Canada, earning and spending their money here, and most of them in time becomes citizens. If the enterprise grows, the administration as regards Canada becomes more and more Canadian. In the case of one chain store company, for instance, every employee from the president down to the youngest clerk is British born. Much of the capital stock is owned here and the dividends which have gone to shareholders outside have been primarily a good advertisement for Canada. And this company as one of the pioneers has been a factor in bringing to the consumers a method of distribution which exacts less toll for service than under the older system of distribution. Other large companies controlled from outside have similarly contributed to a modernization of distribution which has benefited consumers without injuring producers, while more than one successful Canadian company has invaded the United States field.

One finds many companies in other fields which over a period of years have helped in Canadian development, provided steady employment for Canadians at wages at least as good, and sometimes better, than are paid in comparable "hundred per cent" Canadian industries. These branches of outside companies often have grown from mere assembly plants to full-fledged manufactories in a short period of years. Others are one-time Canadian concerns which have become associated with successful United States companies but which continue to operate with a Canadian personnel because the Canadian personnel is more competent than newcomers could be in the operation of a business which requires knowledge of local conditions.

A BUSINESS DISTRICT THAT CHAIN STORES HELPED MAKE. This section of upper Spadina Avenue is the centre for buyers of Forest Hill Village, that high-class residential district which is virtually a suburb of Toronto. A chain unit was one of the first stores in the district. Others followed. Good independents came. Now practically every household need may be satisfied in one or other of the stores—stores which are almost constantly being improved. The Council of the Village of Forest Hill, to overcome congestion, recently undertook a street widening scheme. The broad business street resulting, with its fine new lighting system, is depicted above.

LEADERS IN ALL GOOD WORKS

BY GORDON RUTLEDGE

IF THE retail merchant of the good old days was one-tenth as good a man as now he is said to have been he must indeed have had a heart of gold. He, so it is frequently stated, supported all local charities and was a leader in all good work. He assisted in the upbuilding of the community. He set an example.

It is perhaps true that the retailer of the early years of the century would not be held up for such approval were it not that the desire is to establish a contrast, the contrast being between the individual retail merchant of years ago and the chain store of today. Let us consider the retail merchant as he was in those days of twenty-five years ago, and as he is today. The facts, it seems to the writer, pretty well establish this: There were good, generous, public-spirited merchants twenty-five years ago and there were poor, niggardly, crafty, narrow-minded merchants twenty-five years ago. Today the same thing obtains. Certainly there are good, public-spirited merchants today. It is rather doubtful if there are as many who take a narrow view, for this much can be said of the war that it did make people think in terms of helpfulness, and many of the organizations which have sprung up in the last couple of decades have preached in another way and very effectively the helpful gospel of the churches.

Twenty-five years ago the merchant, drygoodsman, grocer, butcher, was an individual in a community. He was called upon to support everything from a collegiate concert to the local hospital, and he did respond in many cases. Thinking back, the writer certainly can remember merchants in Ontario and western towns who did a great deal of good work, but it is equally true that some other merchants were rather careful of their giving; and certainly there was a tendency for merchants to give where their own particular interest lay. In church affairs, for example, the merchant contributed to his own church but he very seldom thought it necessary to assist in the good work of some church not of the denomination to which he adhered.

Then there was a good deal of talk, those twenty or thirty years ago, of merchants who had their eye open for a bargain, an attractive mortgage, a foreclosure. In other words, the merchant of those earlier years was not as generally held up as a paragon and great public-spirited citizen at the time as he is held up these twenty or thirty years later, and the truth undoubtedly is that he was just a human being. There were thousands of him, and while he was on the whole a very good type of citizen he was probably neither glossy white nor jet black but a light grey.

WHAT OF THE MERCHANT OF TODAY?

THAT for a quick and inadequate picture of the old-time merchant. Now for a few points about the merchant of today about whom, strange to say, people generally have a less clear picture than the somewhat rose-colored picture they have of the retailer of yesterday.

The independent merchant of today is probably very much the same type of man as was his predecessor (or as he was himself) twenty-five years back. Conditions under which he works are different. He is operating on a much narrower margin of profit, and since the consumer gets the benefit of a very goodly number of dollars which those years ago came into the merchant's till he cannot afford extravagance; and yet this merchant is doing his part as a citizen taking him by and large.

But what of the chain store? It may be located as to head office in Toronto, London, Vancouver, Windsor, Brantford, Hamilton. What does it do for an important western city where it has a big branch?

Well, there is one splendid thing about the chain store and it is this that when any such question presents itself it is easy to get the answer for the records are available; and here is the exact story of what one unit of a chain which has its head office in Toronto is doing in the way of charitable and philanthropic work in this western city.

The manager of this store works under this arrangement from his head office:

He is expected to make bequests to worthy objects and a definite appropriation is made him for that purpose.

He has absolute authority to make these donations on his own initiative up to $15.00 for any one bequest. For amounts above that it is expected that he will take the matter up with head office. But here also he has a freedom of action as is evidenced by this instance:

Very recently in this centre there was proposed a welfare movement. When the proposal was under discussion this branch store manager rose and said, "I just want to say that if we go ahead with this association, which aims to raise money for this worthy object, our store will contribute $100." Notice the "we" in the manager's statement. It is thus that he regards the community—as his—and it is thus that chain store management wants their branch managers to feel.

This western manager knew that in a sense he was exceeding his authority in committing his company for $100, but he knew the value of the work suggested. He knew from experience that his company would support this cause, and he jumped in to help, by this prompt action, get the movement under way.

EXACT FACTS FROM ONE STORE

BUT the incident referred to above happened in 1935 and 1935 figures are not available. In 1934 this branch of a chain store gave to various causes a total of $399.44. It gave also, as a special bequest from head office not charged against the western store in any way, $150 to help an educational institution of importance to the district which, because of the difficult conditions, was having a hard struggle.

The donations made through this one store in 1934 totalled 183 in number. Looking over the list reveals that the manager made his bequests irrespective of his own religious or political leanings.

The United Church got on the list first, but the Salvation Army got on it oftenest. On January 6th was given to the Religious Educational Council of the United Church $3.00. Ten days later a bequest of $2.50 was made to St. Peter's Sunday School. In February a bequest was made to the National Jewish School and to the Holy Name Society and $5.00 to the Salvation Army and $2.50 to the Franciscan Sisters.

The Salvation Army appears again in March and in April. The other Protestant denominations are all, it seems, represented and the Greek Orthodox Church received certain donations. All creeds, all classes, were assisted in their particular good work.

No particularly large donation is noted other than those mentioned above. But societies as well as churches benefitted—the Saskatchewan Curling Club, the Canadian Legion, the Young People's League, the Farmer's Bonspiel, and various curling clubs (these latter for very small amounts which were really discounts), certain football clubs, the Y.M.C.A., the Orchestral Society, the Y.W.C.A., the local newspaper's Cheer Fund, $10, and to this fund, again $10. The Hebrew School. So much for the West.

DONATIONS IN AN ONTARIO CITY

IN A medium sized Ontario city the donations in the year totalled $167.70—substantially less than in the western city, which is perhaps natural as that city is larger, and yet in considering these figures at head office this point was apparent, that the large total of donations is approved. A large number of donations is felt to be a sign that the manager is taking a leading place in the community; that he knows where there are needs and that he realizes that by helping to keep the community in good position—helping it go ahead—he is building for continued prosperity for his unit in the chain.

The Ontario city figures show a lesser number of gifts than those made in the west. They total 41 in number.

Again there are gifts to various religious bodies—to the Colored Baptist Children—to the Salvation Army, to the Hebrew Ladies Aid, to the Y.M.C.A. and the Y.W.C.A., to the Catholic Women's League, the Hebrew Ladies Auxiliary, the Seventh Day Advent.

And then there are contributions to welfare organizations other than the churches, the Canadian Red Cross, the Lincoln County Plowing Association, Boy Scouts of Queenston, Order of Scottish Clans, Associated Charities.

This organization follows the practice of letting its unit managers make contributions directly, with certain reservations. Another large and successful chain, and one which gives away huge sums over all its units, operates on the basis of a recommendation from the branch manager which is passed at head office. Here also the bequests are both large and small, and are spread over all the communities (and districts of large communities) in which the chain has units.

HOW ANOTHER SYSTEM WORKS

HOW does this system of managerial recommendations to head office work? Well, here are exact facts secured from a chain which follows this method—a chain selling a different class of goods to those handled by the stores referred to just above.

In an Ontario town contributions of this store (one of the smaller units in the chain) totalled close to $100.00 and there was a special donation of $50.00 to the Agricultural Society which was felt to be especially valuable to the locality. Other contributions included: The fall fair $5.00; Children's Christmas party $5.00; one of the churches $10.00; Victorian Order of Nurses $5.00; Collegiate $3.00.

In a smaller city the manager of this chain's branch made recommendations which resulted in authorized donations totaling $154.00. There was $2.00 to the Agricultural Society; 82 cents to the firemen's ball (probably a discount), $20.00 to the Y.M.C.A.; $2.00 and then $5.00 to some Retail Merchants' fund; $5.00 to the fall fair; $10.00 to the Red Cross; $5.00 to some cheese makers' association; $1.00 to the Baseball Club. Then there was a special donation (not charged against the local store) of $100.00 to the United Empire Loyalists Association.

HUGE HEAD OFFICE CONTRIBUTION

IN TORONTO, where this chain has many store units, contributions are made through each unit, and then from Head Office contributions are made to funds which give service to the community as a whole (in some cases to the province as a whole). Among these special contributions this year were the following: To the Community Service $1,500.00; to The Salvation Army $1,000.00; to the Y.M.C.A. $1,000.00; to the Jewish Community Service $100.00.

Yes, the community benefits from the presence of the chain store in the community. Certainly many independent merchants support worthy causes, too; but the chains expect their branch manager to be in touch with his community. They want to assist in every move which is for the community's well being. They want to, and do, play the part of leaders in good works.

THESE articles on the Chain Store's place in modern merchandising are part of a series aiming to give Saturday Night readers a correct picture of this important factor in distribution. In the presentation of these articles Saturday Night has had the co-operation of leaders in the chain store field.

SIGHTSEERS IN THE PORT OF LONDON. The Port of London Authority's cruises around London's dockland are extremely popular. There is never any lack of passengers and always something to see, for London is the greatest port in the world and all is bustle and activity, especially in these days of improving trade.

THE WORLD'S OIL SITUATION

Growing Consumption Throughout World and Reduction of Oil Reserves Suggest Upward Price Trend

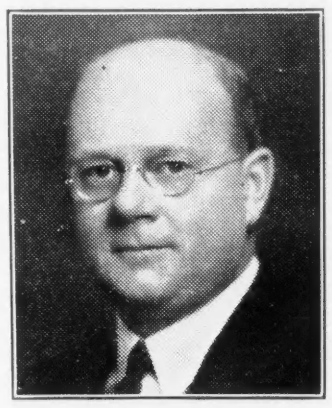
BY GILBERT C. LAYTON

Saturday Night's Financial Correspondent in London

THE stock markets' memory is traditionally as short as is their foresight. The recent activity in the leading oil shares suggested that oil's long-lasting problems were forgotten and the uncertainty of its future unseen. What is there to justify a bullish view of the oil market? On the supply side there is always an unknown quantity, and this is the possible appearance of a new major field; a new Californian gusher, in fact, lately made quite a sensation. But this has not disturbed the market during the past year, for neither the Louisiana Rodessa field nor the Anahuac pool on the Texas Gulf Coast has come up to the expectations of its discoverers. It would be unsafe, however, to anticipate the continuance of this in the future. The other factor is independent production, and independent producers are the true villains of the piece. Recently, however, they have proved more accommodating, and 85 per cent. of them entered the restriction scheme following the sharp increase in production in the autumn.

California is the home of overproduction, but the adverse influence of this upon the American situation, generally, has been counteracted by the sharp increase in consumption. The latter had, and has, its basis in the expansion of the motor industry, and it will serve to keep the statistical position of the commodity reasonably satisfactory until the appearance of new factors on either side. The 15 per cent. of recalcitrant producers must not be forgotten, however. These individuals rationalize their refusal to restrict by pointing to the inefficiency of price-cutting. They desire to make up for reduced profits in this direction by greatly increasing production. The latest development was the decision of the Union Oil Company of California to increase the schedule prices by five cents per barrel, light crude, and 10 cents per barrel, heavy crude.

THERE is little in this picture to create confidence in the commodity. On the side of consumption, however, the facts are more palatable. The first and most important point is that consumption is expanding throughout the world (except in France). In the United States the result of this has been seen in the decline in stocks notwithstanding the daily production in California of 100,000 barrels in excess of the "allowable" output. Even supposing this excess production to be a chronic malady, the outlook, other factors being equal, is not unpromising. The United States consumed 5.4 per cent. more gasoline during the first eight months of this year than in the corresponding period of 1934, and the rate of expansion is showing acceleration, for in August the increase was 9.7 per cent. on the year. Total stocks have therefore fallen for the first eight months of the year from 564,350,000 barrels to 558,000,000 barrels; this movement is continuing.



A. B. SHEPARD, F.C.A., of Toronto, who has been elected President of the Dominion Association of Chartered Accountants to fill the vacancy caused by the death on 14th October last of H. E. Guilfoyle. Mr. Shepard had been Chairman of the Finance Committee. It has been announced that the 54th annual meeting of the Association will be held in Toronto in August, 1936.

With conditions, however, made uncertain by preparation for war and likely to be turned upside down by the effect of war, it cannot be said that "normal" consumption will continue to increase at this rate with any more certainty than it can be said that no new major fields are likely to appear. A new stimulus for the search for new sources of crude oil is discovered in the improved outlook for the world price, (a potent enough stimulus has been in existence ever since mid-continent crude oil was stabilized at $1 per barrel two years ago).

IT IS said with reason that the future of the price of oil is bound up with the future of the motor industry. The old difficulty, however, would remain even in the face of increased demand from industry; namely, that given anything like reasonable prices, oil operations are more profitable outside than inside the restriction scheme. The major companies have already revealed the weapon with which they would persuade independent producers into the scheme in certain circumstances. Any increase in the allowable output obviously reduces correspondingly the advantage to be gained from unrestricted production, and the resulting low prices might well prove a more effective means of persuasion than argument in the matter of prices.

Then there is the question of sanctions, which it is felt in many quarters will not be brought to a head for some time. Until such time, in fact, as the United States is finally decided as to her attitude. She may decide to prohibit exports of oil, and this would play havoc with stocks. Among so many imponderables, the main indications are nevertheless clear. These are that the operation of increased consumption upon a commodity whose production is not altogether chaotic will tend, in the absence of any deterioration of the statistical position, to force the price upwards.

Due weight must also be given to the question of oil reserves. Here, if one looks far enough ahead, there emerges a definite possibility of a shortage of the commodity. New resources seem to have entered upon a phase of more or less stable and gradual discovery. For about three years, new resources have been at a ratio inadequate to the increase of consumption, and, since there can be no indication that oil will continue to be discovered even at the recent slow rate, the possibility of an eventual shortage cannot be ruled out. Price bullishness must, however, be tempered by the recognition that it may soon become possible to predict a limit to the development of the motor industry, and by the various factors which may at any time enter upon the production or distribution side to disturb price levels.

• •

CANADIAN MEAT EXPORTS

CANADA'S export trade in meats has had a phenomenal growth during the last three years. Within this short period the total value of meat exports from the Dominion has risen nearly fivefold. In the fiscal year ended with March, 1932, the value of these exports from Canada was $4,960,000. In the fiscal year ended with March, 1935, their value had risen to $24,114,000. Much the greater part of this gain was provided by the exports of bacon and hams, which rose, on the same comparison, from $2,446,000 to $19,998,000. Of the bacon and ham exports last year approximately 99 per cent. found a market in Great Britain.

Exports of bacon and hams from Canada to the United Kingdom have risen in the last three years more than tenfold in value and more than eightfold in volume. For the fiscal year ended with March, 1932, exports of bacon and hams from Canada to the British market totalled 150,200 cwt., valued at $1,751,000. For the last fiscal year these exports had risen to 1,270,500 cwt., with a value of $19,834,000. In the fiscal year 1933, the bacon and ham exports to Britain were 366,000 cwt., valued at $3,430,000, and for the fiscal year 1934 they were 945,500 cwt., with a value of $12,366,000. Under the Empire trade agreement between Canada and the United Kingdom, made in 1932, this Dominion was given a quota of 2,500,000 cwt. per annum for these products, so that the exports of even the last fiscal year leave about half of the quota for further expansion.

Most important among Canadian meat exports, after bacon and hams, stands fresh beef with poultry in third place. Both of these products have shown large increases, as have also pickled beef and canned meats. Total exports of fresh beef rose from $376,000 in the fiscal year 1932 to $1,197,000 in the fiscal year 1935. On the same comparison, poultry exports have risen in value from $217,000 to $596,000; pickled beef from $5,582 to $25,345; and canned meats from $19,382 to $263,000.

MINES

(Continued from Page 19)

tion at a rate of $130,000 per month. The company is finding a ready market for its products.

0 0

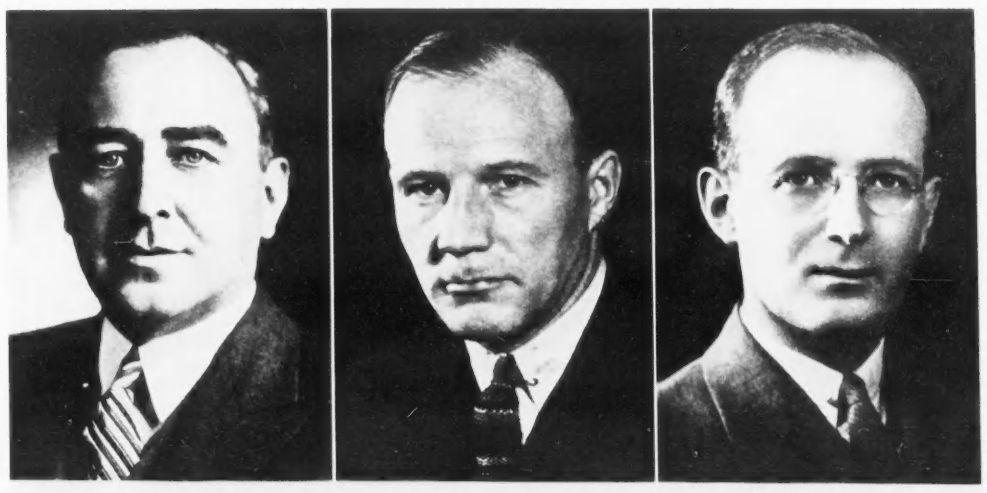
Central Patricia produced $102,000 during November, a 20 per cent. increase over the former highest record. Mill capacity has reached a rate of 4,000 tons per month during December. Ore has been averaging over $25 per ton in gold.

0 0

The conference at Ottawa between the federal and provincial governments of Canada appears to have agreed upon the point that the mining industry in this country should be encouraged. A greater allowance for depreciation would modify the taxation, and this is now in prospect.

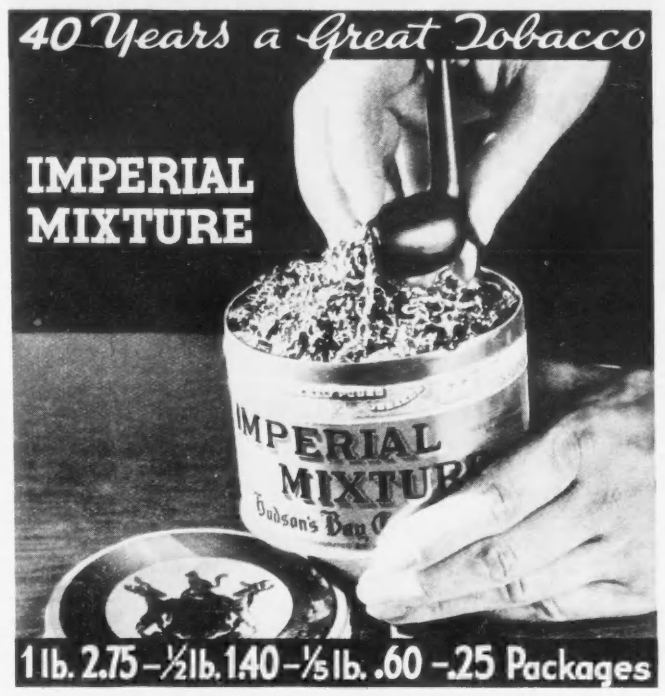
0 0

The inheritance tax is perhaps the main stumbling block to the flow of foreign capital into Canada. Canadians with investments in the United States are caught two ways. Likewise, Americans with investments in Canada are caught by the inheritance tax of both countries. A solution would appear to be that the tax prevailing in the country where the investment is made should apply, but that one-half should go to the country of which the investor is a citizen. Duplication as it exists at present will bring about stagnation which is bad not alone for business, but for international relations.



B. L. MITCHELL JAMES MUIR H. G. HESLER

Whose appointments as Assistant General Managers of the Royal Bank of Canada have been announced. Mr. Mitchell was formerly Supervisor of Ontario Branches, Mr. James Muir, General Inspector, and Mr. H. G. Hesler, Secretary.



Guarantee Your Income

You would not like to have the income of those who count on you cut off suddenly. Our plan guarantees for them at least part of your income during the adjustment period.

At Your Death Prior to Age 65 We Pay

Cash (for last illness, funeral and other expenses) $350
$80 a Month for One Year
Then $50 a Month for Two Years
Then $30 a Month for Two Years

If You Live to 65 We Pay You

For Retirement

$2,000 Cash
or—$20.57 a Month for 10 Years
or—A Monthly Income for Life
or—A Monthly Income for Life and an Income to your Wife as long as she outlives you.

Ask our Agent about this plan.
The cost—about 20 cents a day.

THE ONTARIO EQUITABLE
LIFE AND ACCIDENT INSURANCE COMPANY
HEAD OFFICE -- WATERLOO, ONTARIO

OTTAWA CONFERENCE

(Continued from Page 19)

Canada or by amendments to the B.N.A. Act, by a Dominion minimum wage law. Such a federal enactment will doubtless be designed to guarantee a fair wage to all workers in industrial undertakings, but not to unduly increase costs of production. It is a well known fact that any action of government which tends to increase the disparity between the cost of manufactured goods and the prices of raw materials or natural products at this time would only delay economic recovery.

In addition to the one dealing with financial questions of which the Minister of Finance, Hon. C. A. Dunning, was chairman, and to which reference has already been made, there were the following:

Mining Development and Taxation; chairman, Hon. T. A. Crerar, Minister of Mines.

Agriculture and Marketing; chairman, Hon. J. G. Gardiner, Minister of Agriculture.

Unemployment and Relief; chairman, Hon. Norman McL. Rogers, Minister of Labor.

Tourist Traffic and Transportation; chairman, Hon. C. D. Howe, Minister of Railways and Canals.

Constitutional Questions; chairman, Hon. Ernest Lapointe, Minister of Justice.

THE sub-conferences, under the six subject headings mentioned, held alternating sessions beginning Monday afternoon, and concluding Friday morning. Their conclusions were submitted in the form of reports to the plenary session Friday afternoon.

A brief reference to some of the subjects explored by the sub-conferences as contained in their respective reports will serve to indicate in some measure the far-reaching character of this gathering of provincial and federal leaders of government.

In the matter of mining development the sub-conference concerned reported that the view was advanced by some of the provinces that the Dominion was taking a disproportionate share of the taxes collected from the mines. A suggestion by the Ontario delegation that the depletion allowance in computing income tax on gold mines be increased from 33 1-3 per cent. to 50 per cent. was given careful consideration. While pointing out that it would mean a loss in revenue to the federal treasury, the Dominion Government representatives promised to bring this matter to the attention of their colleagues, and consider it in relation to other taxation policies.

What would appear to be the most important conclusion of this committee was the agreement of its members that a fixed rate of taxation for possibly five years should be established to provide greater stability and certainty in future operations of the industry. A continuing committee was appointed to give further study to these questions.

Duplication of services in the provincial and federal departments of agriculture was dealt with by a resolution passed by the sub-conference on agriculture and marketing. Another requested the Dominion Government to continue making loans on farm mortgages, and urged that the interest upon such loans as have been made, and may be made in the future, be reduced to a rate of four per cent. per annum. This committee also recommended that immediately upon the Supreme Court decision being received with reference to the validity of the Natural Products Marketing Act, a committee consisting of the Dominion and provincial ministers of agriculture should meet to consider the whole marketing problem as affecting Canadian agriculture, particularly in export markets.

The report submitted to the plenary session by the sub-conference on unemployment and relief was the most voluminous of all reports presented. This section of the conference met daily, Monday to Friday inclusive, and its deliberations resulted in many important recommendations respecting the general unemployment situation; the question of relief camps; the matter of provincial and municipal responsibility; division of responsibility for social services; and future policy in dealing with the whole problem. In setting up a proposed registration of persons on relief it was decided that differentiation should be made as between unemployed persons capable of working, unemployables, and farm and other relief not due to unemployment.

After enumerating five proposals covering future policy, the report on unemployment points out that this program will require considerable time before becoming effective, and requests that Dominion grants or contributions to the provinces for relief be substantially increased.

It would seem that this recommendation will be acted upon promptly by the Government, judging by the statement made by the Prime Minister on Friday last when he said, "While it is not possible for any Government at this stage to make any final commitments with regard to action resulting from these reports, depending as it does on formal governmental, and upon parliamentary approval, the representatives of the Dominion and the provinces alike have been profoundly impressed by the need for immediate action in so far as the problem of relief is concerned. Immediate steps will be taken by the Canadian Government to confer with the appropriate provincial representatives in order to make with the least possible delay such adjustments of the Dominion contribution to relief as may be necessary in order to enable the Dominion to share the increased burden thus placed upon the provincial treasuries."

THE deputation of mayors from Halifax to Vancouver, representing 117 cities and municipalities, and the Union of Canadian Municipalities, made a very strong case for financial assistance to cope with unemployment relief costs, when they appeared before members of the Conference on Monday afternoon. The presentation of the case, coming as it did during the opening day of the Conference, undoubtedly made a deep impression, and was a factor in the decisions later arrived at by the sub-conference on unemployment for greater federal aid toward unemployment relief.

Since the conclusion of the Conference both Mayor Houde, of Montreal, and Mayor Simpson, of Toronto, have expressed to the writer their appreciation of the announcement made by Premier King to the effect that the Dominion Government will immediately confer with the provincial authorities to arrange such adjustments in the amounts contributed by Ottawa for relief purposes to the provinces as will lighten the burden for the provinces, and which assistance, of course, will be passed on by the latter to the municipalities.

In conclusion we shall refer to some of the more important recommendations of the sub-conference on financial questions. On the subject of provincial financing this report states in part: "Representations were made on behalf of the provinces that if expenditures for unemployment relief are to continue on approximately the present scale provincial budgets can be balanced only by (1) The transfer to the province of certain sources of revenue now belonging to or made use of by the Dominion; or (2) The Dominion assuming a larger portion of the cost of unemployment relief, and possibly certain other governmental services; or (3) A reduction in annual interest charges through the refunding of outstanding provincial and municipal debts."

Probably the most interesting or practical suggestion made by the sub-conference on finance, at least in so far as the business executive is concerned, is the recommendation that where both Dominion and provincial authorities impose the same type of tax, co-operation in the administrative field should be worked out in order to reduce unnecessary cost and inconvenience to the taxpayer, and to produce increased revenues to governments.

The duplications incident to the preparation of income tax returns to municipal and federal government departments, and to the province as well in some provinces, is a nuisance which the taxpayer will be glad to be relieved of. One income tax return should suffice, and if a division is to be made by the provincial and federal authorities of the proceeds of such taxes, there would appear to be no good reason why this cannot be done by the simple expedient of dividing the funds collected, rather than by requiring the taxpayer to make returns to several authorities. The saving in collection costs would also be very considerable.

The finance sub-conference, as has been stated, also appointed a continuing committee which is to meet again before the opening of the provincial legislatures and the Dominion Parliament, and to continue discussion of these problems with a view to recommending action to the respective governments after the full implications of the various proposals have been thoroughly explored.

WHERE'ER YOU GO

In CANADA or ABROAD

Actual cash is unsafe for travellers to carry and yet is needed everywhere.

Travellers Cheques are *safe* for travellers to carry and serve for cash everywhere.

Travellers Cheques take the risk out of carrying money needed to pay hotel charges, shopping bills, tips and a hundred other items.

Used like cash by the rightful owner. Useless to thief or finder, if stolen or lost. Sold in $10, $20, $50 and $100 denominations.

For larger sums Letters of Credit are readily available.

BANK OF MONTREAL

Established 1817

Head Office . . . MONTREAL

MODERN, EFFICIENT BANKING SERVICE

. . . . the outcome of 118 years' successful operation . . . .

1866 1935

BRITISH AMERICAN BANK NOTE COMPANY LIMITED

THE OLD CANADIAN COMPANY

Contractors to the Dominion Government and Engravers of Provincial Government Securities.

HOWARD W. PILLOW
President

CHARLES G. COWAN
Vice-Pres. & Man. Dir.

G. HAROLD BURLAND
Sec.-Treas.

HEAD OFFICE : OTTAWA
262 Wellington Street

511 Place d'Armes
MONTREAL

1110 Bank of Hamilton Bldg.
TORONTO

● No matter what future you plan for your boy . . . business, journalism, selling, writing, advertising . . . you can't go wrong on a Remington Portable. Watch the look on his face when he finds it Christmas morning. And at school it will help his lessons get finished quicker . . . earn him better marks. After graduation, it will give him a better start in life. See the four new Remington portable models at your nearest Remington Rand Limited office, or send the coupon today for free catalog and details on how easy it is to purchase a Remington Portable.

ONLY $5.00 DOWN

MODEL 5 PORTABLE

[illegible]

ONLY $8.00 DOWN

NOISELESS PORTABLE

Makes only a whisper of sound . . . never disturbs others. Full-size platen. Standard 12-yard ribbon. Back spacer, variable line spacer. Free carrying case and easy typing course. Only $8.00 cash [illegible]

Remington

AS ADVERTISED ON "MARCH OF TIME"

MAIL COUPON TODAY

Remington Rand Limited
199 Bay St., Toronto

Please send me free illustrated folder of four Remington Typewriter bargains.

Name

Address

SOMETHING TO THINK ABOUT

44,000 Canadians avail themselves of the privileges of the Canadian Order of Foresters to secure the fraternal benefits of the Order, PLUS insurance at cost rates.

To secure these great benefits it is necessary to be a citizen of Canada (male) between 16 and 50, of sound health physically and mentally, of good moral character and acceptable socially.

Can you qualify? Apply to your nearest Court or any member thereof, or write to the Head Office.

LIBERTY
BENEVOLENCE
CONCORD

LIQUID RESOURCES OVER $16,500,000
TOTAL INSURANCE IN FORCE OVER $45,000,000

CANADIAN ORDER of FORESTERS

W. M. COUPER, K.C.
High Chief Ranger

ALF. P. vanSOMEREN
High Secretary

W. E. LENG,
Supt. of Organization

BRANTFORD ONTARIO

Telegraph Operators *get Cup of* Tea *at every hour of day and night..*

says manager of CANADIAN NATIONAL TELEGRAPHS

The duties of telegraph operators are exacting. They demand efficiency — a complete co-ordination of mind and body. To work at high tension, combining speed with accuracy handling thousands of messages daily is a fatiguing task. The time set for relief affords them an opportunity to revive their lagging energies with cups of tea, served either by the matron or brewed by themselves. Tea offsets the strain of their daily work — refreshes and invigorates.

CANADIAN NATIONAL TELEGRAPHS

ANYTIME IS TEA TIME

FREE DEMONSTRATION

. . . If you will write to The Tea Market Expansion Bureau, Sun Life Building, Montreal, we will gladly arrange to serve a cup of tea at four o'clock to your office or factory staff for one month without cost or obligation to you.

nothing so refreshing as a good cup of TEA

To Investors in Mining Securities

For the service of investors in mining stocks who wish to obtain more complete and detailed information on mining companies and properties than it is possible to furnish in "Gold & Dross", Saturday Night is now prepared to supply an individual interpreted analysis, including a complete financial and statistical report as well as an authoritative comment on the outlook, on any mining company and property in Canada.

The price to Saturday Night readers for each such analysis will be $10.

SATURDAY NIGHT

73 Richmond St. West, Toronto - - Telephone AD. 7361